PERFORMANCE OF LOCAL GOVERNMENT REGULATIONS DURING THE PANDEMIC TO IMPROVE THE ECONOMIC VALUE OF CITY IMAGE IN SOUTH SULAWESI

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Abstract

This study aims to determine the performance of local governments in improving city image branding in South Sulawesi Province. This research uses a proportional sampling technique based on the area of the city so that the number of samples between one region and another will be different, using survey techniques in the form of questionnaires. For data analysis, this study used Structural Equation Modeling (SEM) with a total data of 265 samples. The hypothesis proves that the exogenous variables of city image branding consisting of regiocentric policy, street vendor performance, iconic tourism culinary and revisit destination have a positive influence on city image branding variables. This research contributes to the development of marketing science, the implication is that it provides input to stakeholders to increase the role of government performance on image branding.

INTRODUCTION

The performance of the government in the implementation of tourism in Indonesia tends to decline, although these policies bring new programmes offered by the government. The Indonesian government has determined 10 new Bali tourism objects published based on Government Regulation number 50 of 2011 concerning the National Tourism Development Master Plan (RIPKN) 2010 - 2025, for faster development the government is accele-rating super prioritisation for 5 new Bali destinations.

The pandemic conditions at the beginning of 2019 changed the scenario of beautifying New Bali experiencing changes along with the issuance of various regulations to enter the country as a result of regulations that protect all human lives, namely the decline in the number of foreign tourists which in December 2018 amounted to 1,405,554 and in December 2019 amounted to 1,377,067 visits or decreased by 2.03% as well as in

December 2020 the number of visits reached 164,079 visits and further decreased in December 2021, namely 163,619 visits, meaning that the percentage of foreign tourist visits decreased again by 0.28%. Even the data on tourist trips for domestic tourists is directly proportional to a very significant decline in 2019, namely 722.16 million times, but in 2020 it was 518.59 million times. Thus, the decline in domestic visits decreased by 20%.

Understanding these conditions, the government issued various policies that can help the survival of MSMEs. MSME business implementation policies that are integrated with other policies such as regulations on the use of public facilities such as roads or other facilities (Nam & Pardo, 2011). The fact in the field is that the issuance of policies creates pros and cons, gaps or gaps to be researched that can benefit many parties. However, there are some parties who receive a negative impact, resulting in the eviction of MSME street vendors (Boonjubun, 2017). Another research submitted by (Anttiroiko, 2014) states that policy is very relevant in governance and the results of the policy allow synergistic specialisation. The government is in a difficult position, the first side prioritises the interests of the general public so that it must issue policies to protect its people, but the policy does not seem to go hand in hand with fulfilling life needs, especially for MSMEs (Darmanto & Pujiarti, 2020; Rulinawaty et al., 2022). The government plays an important role in saving Micro, Small and Medium Enterprises (MSMEs), as well as to save the people's economy from unemployment (Pasciana et al., 2020; Surya et al., 2022) Therefore, this study aims to resolve the gap between policies and city image improvement through variables that are thought to be a solution to the research gap.

During the covid-19 pandemic, the government issued regulations on business opening and closing times, limits on the number of consumers who eat in places,

must provide health protocol equipment and other rules. From a different perspective, there are street vendors who survive with unusual service variants as a step to adjust to the covid period (Toker, 2021). This has the effect of further reducing income. Another effect is to reduce consumer interest in visiting, the issue of health and hygiene of the culinary sold by street vendors becomes urgent to find. The relationship between public policies related to tourism, culinary, urban beauty and community empowerment is the background for the gaps and debates inherent in the socio-economy. These problems become research gaps and important issues for the birth of regional policies to improve city image branding by adding comfortable indications that have local character without setting aside other people's rights such as pedestrian comfort, smooth traffic, and cities that do not look beautiful (Yatmo, 2008; Truong, 2018).

In this research, the regional policy of South Sulawesi Province is then adopted and adapted again for its Cities and Districts. Argumentation The regiocentric policy for implementation can be applied equally to all parties in the region which is adjusted to the character of the local area which cannot be separated from its local wisdom. policies to ensure that the city is clean, comfortable, safe and will discipline any element that does not comply with these policies. Street vendors with other communities have the same rights to be protected and cared for by the government, at least a sense of security and comfort when trading. Empirical studies state that in several countries, namely Asia, Africa and South America, the presence of street vendors as a form of entrepreneurship can contribute significantly to households, communities, and city life. Their business activities can, among other things, stimulate the economy and create jobs, providing localised products. Local policies can contribute to city revenue through taxes, fees or fines. Cultural heritage can be regulated by local

governments to ensure cultural preservation of local food and goods that street vendors can communicate to tourists (Kumar & Singh, 2018). The problem of this research is how to improve image branding? What is the role of regiocentric policy in efforts to improve image branding image with mediation of street vendor performance?

LITERATURE REVIEW
City Image Branding

City life does not only belong to certain groups, many parties have an interest in the life of the city. The owners of these interests include street vendors to sell their wares, parking attendants to organise the tidiness of visitors' vehicles. Visitors who want to enjoy the atmosphere of the city so that the attractiveness of the city becomes important. The interests of one party with other interests to be able to work together to support the image of the city. Development and improvement of the city's image as a magnet to invite investors to attend the city (Miftahuddin, A., Hermanto, B., Raharja, S. U. J., & Chan, 2021). To develop a city image, it can be seen from various sides, starting from authenticity, uniqueness, authenticity, and friendliness (Hussein, 2020; Koens, K., Melissen, F., Mayer, I., & Aall, 2021). The uniqueness of the city can be referred to as a differentiator from other cities so that this uniqueness can form an image to visitors that can be remembered. The appearance of the city without polish shows its original face will encourage visitors to come back, the authenticity contains many values so that it can make the strength of the city.

The increasing number of tourist visits is an indication that city branding has a positive influence. A frequent problem of cities is urban beautification, so the government, with its power, issues regulations. The most common regulations are evictions, steps to reduce congestion, improve the flow of vehicles and beautify the city centre (Spire & Choplin, 2018). The performance of street vendors can be

shown by their personal ability to get along with street vendors and their team. Other abilities can also be shown personally with friendliness, managerial ability to sell products such as prices that do not choke visitors, chair and table facilities are always clean before use. The performance of these peddlers may provide a direct impact on the image of the city, visitors get a positive impression of street vendors (Walsh, 2010).

Regiocentric Policy

Regiocentric Policy is a concept promoted in this study to assist local governments in implementing central government policies. Government policy on the arrangement of street vendors in accordance with Presidential Regulation 125 of 2012 provides a solution for local governments to manage street vendors, which has been a problem for major cities in Indonesia (Kasmad et al., 2018). The arrangement and management of street vendors is still a polymic for local governments, it is hoped that the policies implemented will accommodate the local wisdom that characterises an area. So far, policies made by the central government have often failed to be implemented due to various obstacles such as geographical location, culture and human resource capabilities in an area. The government has the power to design urban planning to be better and orderly in accordance with ongoing conditions.

This power is exercised by issuing regulations prohibiting street vendors from selling on roads, parks and squares for specific purposes (Oguz, 2021). On the contrary, the policy has a positive impact on helping street vendors and their customers to transact in a more convenient location than before. Although street vendors are an alternative for consumers to enjoy the city, the government has the power of interference for all parties, sanctions are applied to those who do not comply with regulations. This regiocentric policy is made to provide a sense of

security and comfort to interested parties in certain regional areas such as locations for trading, building standards that contain regional icons and trading times.

Hypothesis 1, the better the regiocentric policy, the higher the performance of street vendors.

Performance of Street Vendors

The presence of street vendors fulfils the needs of the community for culinary in the category of selling prices that are affordable for all circles of society. However, related to the selling price, street vendors are very dependent on fluctuations in economic conditions considering the capital they have is not solid (Pudjiarti & Darmanto, 2020). Street vendors exist as a form of micro, small and medium enterprises without legal entity so that their presence occupies a significant proportion of social, economic and cultural components (Ariefianto & Hilmi, 2019; Chakraborty & Koley, 2018). The activities carried out start from tidying up the location and stalls, explaining the menu, processing and serving orders. These traders hold their culinary wares not as a result of education and training but more influenced by personal taste (Hartiningsih & Rokhmah, 2017; McKay & Osborne, 2021).

Serving techniques are executed according to personal opinion, as well as personal performance. Performance of Street Vendors is related to the ability of street vendors to increase buyers of their products with the expectation that customers will increase (Martínez et al., 2017). Increased orders will have a positive effect on profits, therefore stall design and service are very important to prioritise (Andriyansah & Ferdinand, 2019; Nordhagen et al., 2022). Image is the main goal in determining travelling. The decision to travel to one place is motivated by several things obtained from other people's experiences, personal experiences

or information through the media (Chi et al., 2019; Fatimah et al., 2021).

Tourist return visits have an impact on increasing the number of visitors, a clean environment, environmental maintenance management and hospitality. Government policy in implementing the concept of tourism development during the pandemic is to ensure a healthy and clean environment (Simanjuntak & Farida, 2021). The ergo-iconic service value in the form of a sense of comfort service on the indication of privilege implemented by street vendors as an attraction for consumers to come back. In addition to privileges, the value of services provided will feel safe and comfortable even though tourists are travelling during a pandemic. This can be seen from the performance of street vendors who prepare health protocols to protect themselves and their visitors (Andriyansah & Fatimah, 2020).

Hypothesis 2, the better the performance of street vendors, the higher the image of high image branding.

Hypothesis 3, the better the performance of street vendors, the higher the revisit destination.

Iconic Culinary Tourism

Culinary tourism is an activity that is inseparable from the main activity of travelling, currently tourism places food as the reason for travelling to get an original taste (Nursal et al., 2019). The original flavour is a form of authentic local wisdom that is maintained by generations. Culinary plays an important role in tourism and contributes to the economic growth of the community. Iconic culinary is not only limited to food, but seasonal fruits that have a distinctive taste make an alternative for tourists to visit again (Anggadwita et al., 2021). Culinary tourism is increasingly showing a positive effect, MSMEs are increasingly playing a role in exploring local culinary based on local wisdom, whose variety of types and flavours is

decreasing. Iconic culinary tourism is a tourist trip related to consumption, including food and drinks with local destination characteristics (Chi et al., 2019). The behaviour to look for something new and explore iconic culinary can be formed by tourists. Perceptions of iconic culinary can be related to smell, taste, culinary form, product price and service performance have an impact on the tourist travel experience (Krisjanti & Quita, 2020; Widjaja et al., 2019).

Local cultural identity inspires other attractions to develop local potential and explore their unique potential to support tourism. Positive impressions of local cuisine tasted by tourists encourage the intention to return to enjoy the original taste, this desire is driven by the formation of a reciprocal relationship between impressions, creative experiences also have implications for tourists when making decisions in the form of recommendations or revisiting (Di-Clemente et al., 2020; Liu, 2020).

Hypothesis 4, the better the iconic tourism culinary, the higher the revisit destination.

Revisit Destination

There are intentions and actions that follow tourist revisits due to the pleasure of being in that place, the effect is that tourists keep a pleasant good impression of a tourist destination, the encouragement of satisfaction increases the confidence of tourists intending to come back (Song, H. M., Kim, K. S., & Yim, 2017). The act of visiting tourists again can be formed from several factors such as the conditions and supporting components that exist in tourist attractions. Empirically, there are external factors and encouragement from within tourists that correlate with satisfaction with the tourist attractions (Ozturk, U. A., & Gogtas, 2016). Satisfaction will provide a perceived value that has a direct effect on the intention to revisit the destination. Rulinawaty et al., (2021) stated that there is a value offered in the form of ergo-

iconic value which is a value that can be formed by service providers and the value received in the form of a distinctive sense of comfort according to the wishes of tourists. The formation of a sense of comfort that correlates with the tourism image is supported by the facilities and environmental conditions of the destination.

Marketing science mentions that impression extension can increasingly affect image, identity and distinctiveness. Day The image of the city can be transferred through uniqueness or other impressions or clues received by tourists (Li et al., 2020). City attributes become differentiators with other cities, this differentiator can be called uniqueness which can be the selling point / attractiveness of the city or tourist products from a particular city. According to Jawahar et al., (2020) the literature states that the identity of the entire city will be affected by its tourism products, so it is important that uniqueness is not limited to iconic buildings but can be in the form of art, culture, regional climate, food and festivals that encourage tourist arrivals. Empirical work reveals that personal cultural orientation influences destination brand image, destination brand value, and destination brand quality. In addition, destination brand value is positively related to revisit intention (Cardona et al., 2017).

Hypothesis 5, the higher the revisit destination, the more the city image branding will increase.

RESEARCH METHODS

The population of this study was all street vendors in the province of South Sulawesi with the research sample being street vendors instead of itinerant traders. The street vendors referred to in this study are individuals or groups of people who carry out business activities in an open space place to carry out culinary business activities. The place is a tourist attraction or other object that is visited a lot. Street vendors who were surveyed for a

minimum of 6 months since Indonesia was established in the condition. Determination of 6 months with the assumption that traders have experienced fluctuating business capital conditions. Thus this research is field research. This research uses proportional sampling based on the area of the city, so that the number of samples differs from one region to another.

The technique of obtaining data and information uses a survey through a questionnaire with a scale of 1 to 7 (Mahoney et al., 1963), ranging from strongly disagree to strongly agree to help respondents determine the perceived conditions. To complement the survey, the research team used an interview approach to dig deeper in order to find the purpose of this research. In addition, an observation technique of the vendors' stalls was also conducted to ensure that the vendors' stalls were equipped with health protocols as well as other guidelines such as safe distances between visitors. For scale data analysis, this study will use structural equation modelling (SEM) with a predefined research model.

RESULT AND DISCUSSION

This research was conducted in South Sulawesi Province from July 2021 to April 2022, respondents who met the criteria and were willing to respond to questionnaires and interviews can be seen in the following Table 1.

The data shows that the sample is representative of street vendors in South Sulawesi Province. Firstly, the representation of the district and city administrative areas surveyed reached 85%. Proportionally in each locality, respondents provided responses to the questionnaires and interviews conducted. Sample data that can be collected as many as 300 samples, but in the screening process there are 35 samples that are not feasible so it is assumed that these samples cannot be processed for further analysis. Therefore, to achieve the research objectives that have

been set, the analysis of this study uses as much as 265 data to get conclusions.

Dimensionality, Reliability, and Validity Analysis

The measure in Table 2 indicates that an indicator belongs to a particular indicator in EFA is the factor loading value, if the factor loading is greater than one particular factor, then it is grouped into that factor. Convergent validity, it is found that all indicators show significant factor loading ($p < 0.01$). Reliability of all latent variables is higher than 0.7, a value considered adequate by (Hair et al. 2014). Similarly, the EVA value is higher than 0.5. Holmes-Smith, (2001) explains that the combined reliability is greater than 0.70, the variance extracted is greater than 0.50 and the Average Variance Extracted ≥ 0.5 meets the cut of value, then the statistical assumptions are acceptable.

Structural Model Assessment

Figure 1 and Table 3 show that the chi square test value of 215.56 is greater than the result of 209.053, thus the cut of value is 215.056 with a degee of freedom (DF) level of 183. Meanwhile, the probability value of 0.91, RMSEA 0.19, GFI 0.929, AGFI 0.911, CMIN/DF 1.142, TLI 0.993 and CFI 0.986 all test results based on the table, meet the cut off value requirements, thus the requirements for analysing this research model have been met through statistical tests.

Hypothesis Testing

Hypothesis testing is based on the critical ratio (CR) and p-value of the causality built in the framework. If the p-value is less than 0.05, then the causality in the research model is concluded to be significant.

Loading factor testing carried out there are 3 indicators that contribute a low value, namely the opening time of the stall in the regiocentrik policy variable, increased food production in the street vendors performance variable and the uniqueness of the

city in the city image branding variable with each level of influence contribution value of 0.69. For variables that have a high value contribution, namely the application of local wisdom to regio-centrics (0.76), distinctive flavours for iconic tourism culinary variables (0.75), increasing the number of buyers, increasing the number of customers and increasing profits on street vendor performance variables with each indicator contributing to influence variables of 0.74. Psychological needs are indicators that contribute 0.74 to the variable revisit destination and community friendliness is an indicator that plays a role in influencing city image branding (0.72).

Furthermore, Table 4 shows that there is a direct relationship in each variable, this is shown in the probability of being below $0.01 \leq P \leq 0.05$. All variable relationships are above the cut of value 1.96 which can be interpreted that the quality of the variable relationship is strong. The variable that has a strong relationship is the regiocentric policy on the performance of Street Vendors 4.226.

The R-square value and predictive relevance of the model or R^2 value of the latent variable City Image Branding in Table 5 is 16.9%. This shows that the latent variable city image branding explains 16.9% of the variance in regioncentric policy, iconic tourism culinary, performance street vendors, and revisit destination. R2 value of latent variable Performance Street Vendors 10.3% variance in regioncentric policy, and iconic tourism culinary. Following Falk and Miller (1992) suggest that R^2 values above 10% are declared as the minimum acceptable level. R^2 value of latent variable revisit destination is only 8.9% variance in regioncentric policy, iconic tourim culinary, and performance street vendors, according to Falk and Miller's recommendation, it can be concluded that Performance Street Vendors and City Image Branding have an adequate level of R-squared value, while Revisit Destination is less than 10%.

Table 1. Location of Respondent Data

No	District	Resp	No	District	Resp	No	District	Resp
1	Bantaeng	10	8	Kab Luwu	15	15	Kab Takalar	25
2	Kab Barru	25	9	Kab Luwu Timur	5	16	Kab Tana Toraja	10
3	Kab Bone	25	10	Kab Luwu Utara	5	17	Kab Toraja Utara	5
4	Kab Bulukumba	25	11	Kab Maros	25	18	Kab Wajo	5
5	Kab Enrekang	5	12	Kab Pinrang	5	19	Kota Makassar	30
6	Kab Gowa	20	13	Kab Sidenreng Rappang	5	20	Kota Palopo	10
7	Kabn Jeneponto	10	14	Kab Sinjai	10	21	Kota Parepare	25
Total		**120**	**Total**		**70**	**Toral**		**110**

Table 2. Data Reliability Test

No	Variabel	Indikator	Standart Loading (Loading Factor)	Standart Loading^2	Construct Reliability	Variance Extraced	AVE
1.	Regiocentric Policy	Application of local wisdom	0.76	0.57	0.80	0.50	0.52
		Stall Relocation	0.70	0.49			
		Stall opening time	0.69	0.48			
		Implementation of Health Protocols	0.73	0.53			
2.	Iconic Tourism Culinary	Speciality Food Speciality Flavour	0.70	0.49	0.80	0.50	0.53
		Distinctive Flavour	0.75	0.57			
		Restaurant Building	0.72	0.51			
		Seasonal Fruit	0.73	0.54			

Table 2. Continue

No	Variabel	Indikator	Standart Loading (Loading Factor)	Standart Loading^2	Construct Reliability	Variance Extraced	AVE
3.	Performance Street Vendors	Increased number of buyers	0.74	0.55	0.82	0.48	0.50
		Increased number of customers	0.74	0.55			
		Food quantity production increased	0.69	0.48			
		Increased profit	0.74	0.55			
		Attractive stall appearance	0.62	0.55			
4.	Revisit Destination	Psychological needs	0.74	0.54	0.80	0.50	0.52
		Inner satisfaction	0.72	0.51			
		Getting value	0.71	0.51			
		Having time	0.72	0.52			
5.	City Image Branding	Friendliness of the people	0.72	0.51	0.80	0.50	0.50
		The appeal of the authenticity of the capital city	0.70	0.48			
		Uniqueness of the city	0.69	0.48			
		Positive city impression	0.72	0.51			
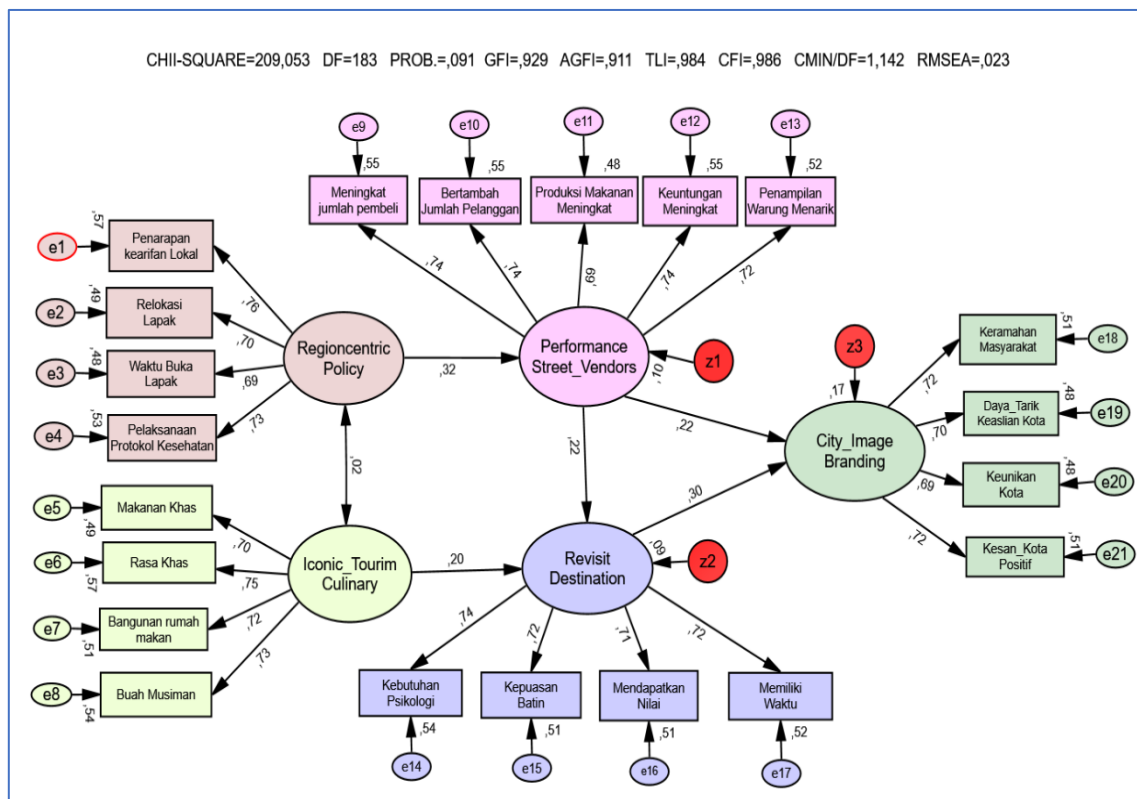
Figure 1. Structural Model Assessment

Table 3. Cut of Values Research Model

Kriteria Goodness of Fit Index	Cut of Value (CoV)	Analysis Results	Information
DF		183	
Chi-Square	215.56	209.053	Good Fit
Sig. Probability	≥ 0.05	0.091	Good Fit
RMSEA	≤ 0.08	0.023	Good Fit
GFI	≥ 0.90	0.929	Good Fit
AGFI	≥ 0.90	0.911	Good Fit
CMIN/DF	≤ 2.00	1.142	Good Fit
TLI	≥ 0.95	0.984	Good Fit
CFI	≥ 0.95	0.986	Good Fit

Table 4. Standardized Regression Weights

P a t h			Standardized Estimate	S.E.	C.R.	P
Regioncentric Policy	→	Performance Street Vendors	0.322	0.063	4.226	***
Iconic Tourim Culinary	→	Revisit Destination	0.198	0.066	2.616	0.009
Performance Street Vendors	→	Revisit Destination	0.223	0.070	2.938	0.003
Revisit Destination	→	City Image Branding	0.304	0.096	3.816	***
Performance Street Vendors	→	City Image Branding	0.217	0.084	2.876	0.004

Table 5. Multiple Squared Correlation

R-Square	Estimate
Performance Street Vendors	0.103
Revisit Destination	0.089
City Image Branding	0.169

Discussion

Hypothesis 1 developed in this study is that the better the regiocentric policy, the better the performance of street vendors, it is proven that regiocentric policy has a direct influence on the performance of street vendors. The results of this analysis support previous research that local policies can contribute to the performance of street vendors (Boonjubun, 2017).

In hypothesis 2, the better the iconic tourism culinary, the higher the revisit destination. Statistics prove that this hypothesis is proven that the iconic tourism culinary variable has a significant direct effect on revisit destination. This study supports previous research that tourists can provide recommendations or revisit as a result of what they feel from iconic products (Di Clemente et al., 2020; Liu, 2020). Meanwhile, hypothesis 3, the better the performance of street vendors, the higher the revisit destination, statistical testing proves that the performance of

street vendors has a direct effect on revisit destination, this shows that this research supports previous research that the concept of tourism development during a pandemic is to ensure a healthy and clean environment (Simanjuntak & Farida, 2021). In addition to privilege, the value of services provided by street vendors will feel safe and comfortable even though tourists are travelling during a pandemic (Andriyansah et al., 2020). In hypothesis 4, the higher the revisit destination, the more it will improve city image branding. Data processing shows that revisit destination is proven to increase city image branding, thus this hypothesis supports previous empirics that tourist return visits In addition, destination brand value is positively related to revisit intentions (Cardona et al., 2017), and in hypothesis 5, the better the performance of street vendors, the higher the city image branding. The results of statistical data explain that the performance of street

vendors has a high role in improving city image branding. Thus this study supports previous empirical that the performance of these peddlers may provide a direct can to the image of the city, visitors get a positive impression of street vendors (Walsh, 2010).

CONCLUSION AND RECOMMENDA-TIONS

The covid 19 virus outbreak has a significant impact on the economic structure of the community. Self-employed people have an impact on the resilience of capital and regulations issued by the government. Street vendors who are the object of research using a quantitative research approach provide an overview of the impact of consumer and tourist visits on their stalls. This research develops a model and applies the concept of ergo-iconics in the hope of improving the performance of street vendors.

In the scope of government policy, the government has issued various regulations so that beauty and the economy run in balance during the pandemic, starting from the rules for opening stalls, implementing procedures during the pandemic and completing health protocols while street vendors are operating. The empirics prove that the policy is not burdensome for various parties, it is statistically proven that the regicentric policy can have a positive impact on the performance of street vendors. A very high indicator of the regional policy is the increase in the number of buyers, the increase in the number of customers and the increase in profits. The performance of street vendors is the adoption of ergo-iconic service values that provide safe and comfortable values with iconic characters in their respective regions without having to leave higher rules.

Theoretically, this research contributes to previous research by adding different indicators, namely the appearance of attractive stalls or stalls that contribute positively to the performance variables of street vendors. This variable supports the results of previous research that the performance of street vendors has an influence on city image branding. Then the second theoretical contribution of this research supports the results of previous research that revisit destination is an exogenous variable of city image branding. The implication of the results of this research is that this research model can provide insight for stake holders to make decisions that there are two variables or in general terms there are four factors that influence the increase in city image which is very good if implemented to increase tourist visits.

For future researchers, researchers can use street vendor performance variables as endogenous variables and technological capability variables as exogenous variables. This technological variable emerged during interviews with street vendors that the application of simple technology, for example for ordering and payment using digitalisation, really helps speed up the transaction and order process.

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