

## **Tangerang Old Market MSMEs as Culinary Tourism Drivers: The Impact of Economic, Social and Culture**

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### **Abstract**

This study is to examine how MSMEs in Tangerang Old Market promote culinary tourism and its impact on the social, cultural, and economic aspects of the local economy. The urgency of this research lies in the growing importance of culinary tourism as a driver for regional development and the need to understand how MSMEs contribute beyond economic metrics. Surveys are used to collect data for quantitative research approaches, and multiple linear regression is used to analyze the results. Data were processed using SPSS software as the primary analysis tool to determine the significance and strength of the variables. The findings of the study show that the presence of MSMEs in an area is not significantly influenced by the variables of economic impact. Meanwhile, social and cultural impact variables have a great influence. The main things that support the sustainability of MSMEs are good service, good social interaction, and maintaining local culture. In addition to providing guidance to policymakers on how to develop initiatives that promote the sustainability of MSMEs, this research also highlights the importance of social and cultural roles in maximizing MSMEs' contribution to culinary tourism.

**Keywords:** Tangerang Old Market MSMEs, Culinary Tourism, Economic Impact, Social and Culture

### **Introduction**

Tangerang Old Market is a historical area that is the center of trade and culture in Tangerang City. Its existence cannot be separated from the Chinese Fort, a Chinese community. The market originated as an ordinary village before becoming a trading center for Chinese goods, vegetables, seafood, and spices.(Fahrul Dwi Putra, 2022)

Over time, from the 1970s to the 1990s, Pasar Lama underwent a number of significant renovations, in this case aiming to improve its facilities and cleanliness while still retaining its original charm. This effort keeps the Old Market relevant in the midst of changing times, while maintaining its unique identity as a cultural and culinary center.(Amelia Az Zahra, 2023)

Another distinctive attraction for tourists is the traditional Chinese architecture of the region. The architecture of the nearby building, which blends traditional features with Chinese cultural aesthetics, reflects this. The intricate carvings loaded with philosophical meaning, the brilliant colors that adorn the walls, the spectacular curved roofs, and the creative decorations all demonstrate this quality. This architectural richness not only draws attention to its visual uniqueness but also serves as a cultural symbol that bridges intergenerational narratives of

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identity, belief, and adaptation. In addition to enhancing the region's reputation as a historical and cultural center, its distinctiveness also offers tourists an authentic experience and is a testament to time travel that upholds customs in the face of progress. (Wikipedia, 2024)

In addition to functioning as a commercial center, Tangerang Old Market has developed into a popular culinary destination. The region offers a wide variety of specialty foods that combine Chinese and local influences to create a distinctive and rich cultural acculturation. From market snacks to famous dishes that have been passed down from generation to generation, visitors can enjoy a variety of traditional foods. In addition to pampering the taste buds, Pasar Lama's gastronomic offerings showcase the region's rich cultural heritage, making it a unique destination for both domestic and international tourists. (Putri Anastasia Bangalino Suryana, 2023)

The Tangerang Old Market area is also famous for the existence of the Heritage Fort Museum and the Boen Tek Bio Temple. One of the oldest temples in Tangerang, Boen Tek Bio Temple serves as a place of worship for the Chinese community and a spiritual representation of harmony in diversity. Meanwhile, the Benteng Heritage Museum functions as a guardian of historical relics by displaying artifacts and narratives that connect the past and present. These two symbols make the Old Market a place that inspires and educates tourists from various walks of life as well as a symbol of solidarity in facing cultural differences. (Januarta, 2022).

Tangerang Old Market is a culinary center that has long been a favorite destination for locals and tourists. In this region, MSMEs (Micro, Small, and Medium Enterprises) play a major role as the main driver of the local economy. MSMEs in Pasar Lama are generally engaged in the food and beverage sector, offering various types of traditional to modern culinary. In addition to creating jobs for local residents, MSMEs are also an important part of maintaining local culture. The dynamic growth of MSMEs here also reflects their ability to adapt to shifting consumer preferences, while still upholding the authenticity of heritage culinary practices.

MSMEs in Tangerang Old Market play an important role in the local economy, especially in the culinary sector. Pasar Lama is known as a culinary center that serves a variety of traditional foods that attract tourists. With hundreds of MSMEs operating in the area, they not only provide jobs for the local community but also encourage economic growth through increased transactions and tourist visits to the area (Wicaksono et al., 2023). In addition to its economic impact, the existence of MSMEs in Pasar Lama also contributes to the preservation of local culture. The food sold by MSMEs is often a traditional recipe that is passed down from generation to generation, reflecting Tangerang's identity and cultural history. This not only provides an authentic experience for visitors, but also reinforces cultural and social values in the surrounding community (Sakya Wijaya & Soelaiman, 2023). Moreover, many MSME actors in this region also serve as informal educators who transfer culinary knowledge across generations, thereby reinforcing the continuity of intangible cultural heritage.

MSMEs (Micro, Small, and Medium Enterprises) play a crucial role in developing the culinary tourism sector in various ways. First, MSMEs provide a variety of food products that reflect the richness of local cuisine, thus attracting tourists to visit certain areas. The existence of MSMEs allows tourists to enjoy an authentic culinary experience, which in turn increases the attractiveness of tourist destinations (Nugraheny et al., 2023). In addition, MSMEs contribute to

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improving the local economy by creating jobs and increasing the income of the local community. They also play a role in preserving and preserving culinary traditions, which not only enrich the tourist experience but also strengthen local cultural identity. By taking advantage of opportunities in culinary tourism, MSMEs can increase their visibility and business networks, which will drive sustainable economic growth(CBI, 2024) .

Studies on the economic, social, and cultural impacts of MSMEs are essential to understanding their contribution to local communities. Economically, MSMEs play a role in creating jobs and increasing people's income, which directly impacts local economic growth. MSMEs also contribute to reducing poverty by providing products and services needed by the surrounding community (Bayraktar & Algan, 2019). On the social and cultural side, MSMEs help strengthen local identity by preserving traditions and culture through the products they offer. They are often a forum for innovation and creativity that reflects the values of the local community. Understanding these layered impacts becomes even more urgent amid globalization and urban redevelopment, where traditional commercial spaces like Pasar Lama face increasing pressure to modernize without losing cultural soul. By paying attention to these social impacts, the study of MSMEs can provide important insights for policymakers in formulating programs that support the sustainability and development of MSMEs, as well as their impact on people's lives. This study explicitly aims to analyze the influence of MSMEs on culinary tourism development through the economic, social, and cultural dimensions, and identify the most dominant factor among them.

## Methods

This study uses a focus on writing on the type of research with a type of quantitative research, where the author disseminates surveys for information collection. As pointed out by Sugiyono (2009:15) Quantitative Procedures can be characterized as an evaluation strategy that relies on positivist thinking, used to test a specific population or test, where most tests are completed without a clear end goal, and information is collected using quantitative methods, then at that point it is broken down quantitatively/completely determined to test the speculations that have been exposed. This depends on the title raised, especially "Tangerang Old Market MSMEs as Culinary Tourism Drivers: The Impact of Economic, Social and Culture." Data was collected using a structured questionnaire distributed directly to respondents consisting of MSME actors in the culinary sector around Tangerang Old Market. The questionnaire was distributed both online, through Google Forms sent via WhatsApp and email, and offline, by visiting culinary MSME locations in person to ensure participation from those with limited internet access. Respondents were selected using purposive sampling, targeting MSME actors who had been operating for at least one year and actively involved in culinary tourism. The collected data were then processed using the Statistical Package for the Social Sciences (SPSS) software version 25. The analysis technique used was multiple linear regression to test the influence of economic, social, and cultural variables on the development of culinary tourism. Before conducting regression analysis, classical assumption tests were performed, including tests for normality, multicollinearity, heteroscedasticity, and linearity, to ensure the validity of the regression model. The design of this research is as follows:

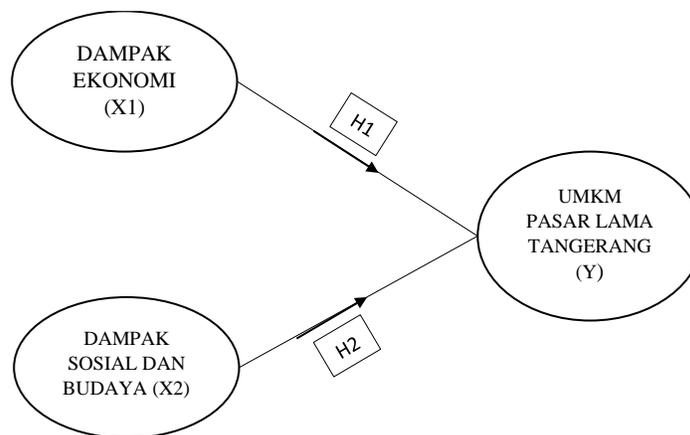


Figure 1. Research Design

**Information:**

H1 = X1 → YY: The Economic Impact is suspected to have occurred due to the existence and activities of MSMEs in the Tangerang Old Market.

H2 = X2 → YY: Social and Cultural Impacts are suspected to occur due to the existence and activities of MSMEs in the Tangerang Old Market.

**Results and Discussion**

**Multiple Linear Regression Test**

Multiple linear regression tests are used to find out whether independent variables and dependent variables are influenced by each other.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.652	3.259		4.190	.000
	Dampak Ekonomi (X1)	.061	.035	.197	1.746	.084
	Dampak Sosial dan Budaya (X2)	.157	.068	.261	2.312	.023

a. Dependent Variable: UMKM Pasar Lama (Y)

Figure 2. Regression Test Results

Source: Research Processed by SPSS 25, 2024

Based on the results of various regression tests using SPSS in the table, the regression conditions are as follows:

$$Y = 13,652 + 0,061X_1 + 0,157X_2 + \epsilon$$

Where Y represents the development of MSMEs in Tangerang Old Market,  $X_1$  is the economic impact, and  $X_2$  is the social and cultural impact. This equation indicates that if there is no influence from either economic or social-cultural variables, the baseline development score of MSMEs in the area is 13.652. The coefficient of 0.061 for the economic impact variable suggests that for every one-unit increase in the economic impact, the development of MSMEs is predicted to increase by 0.061 units, assuming the social and cultural impact remains constant. Meanwhile, the coefficient of 0.157 for the social and cultural impact variable implies that for every one-unit increase in social and cultural influence, MSME development is expected to increase by 0.157 units, with economic impact held constant. These findings show that both variables contribute positively to MSME development, but the social and cultural impact has a stronger effect than the economic impact, as reflected in the larger coefficient. Therefore, it can be concluded that efforts to enhance MSME sustainability in Tangerang Old Market should prioritize strengthening social and cultural elements, such as community interaction and the preservation of local culinary heritage, in addition to improving economic support.

### Hypothesis Test

To find out the relationship between factors  $X_1$ ,  $X_2$ , (Economic Impact, Social and Cultural Impact) in understanding the variable Y (MSMEs of Tangerang Old Market), scientists hereby complete the t-test. The t-test in this study depends on the importance level of 5% or 0.05 and corresponds to the t calculation and t table.

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Figure 3. Test Results T  
Source: Research Processed by SPSS 25, 2024

Using the table as a basis, the following can be explained about the t and sig columns:

The impact of economic progress of the community around the Tangerang Old Market (H1). The Economic Impact variable ( $X_1$ ) has an importance level of  $0.084 > 0.05$ , meaning that the Economic Impact variable ( $X_1$ ) has no effect on the Tangerang Old Market MSME variable (Y). In addition, the t-value of the Economic Impact variable table ( $X_1$ ) is 1.991, meaning that the determined value t is smaller compared to the t-table ( $1.746 < 1.991$ ), so it can be argued that

Ho is accepted and H1 is rejected. So speculation that states that the impact of the economic progress of the community around the old market has no effect on the existence of MSMEs.

The influence of the variable of social and cultural impact (X2) has an importance level of  $0.023 < 0.05$ , meaning that the social and cultural impact variable (X2) affects the variable of MSMEs in the old market of Tangerang (Y). Meanwhile, the t-value of the social and cultural impact variable table (X2) is 1.991, meaning that the determined price t is greater than the t-table ( $2.312 < 1.991$ ), so it can be concluded that Ho is rejected and H2 is accepted. So the speculation is that social and cultural impacts impact transactions.

### Coefficient Dertemination (R2)

The Determina Coefficient (R2) basically measures the capacity of a model used to plot varieties on dependent variables.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.393 <sup>a</sup>	.155	.135	1.39596

a. Predictors: (Constant), Dampak Sosial dan Budaya (X2), Dampak Ekonomi (X1)

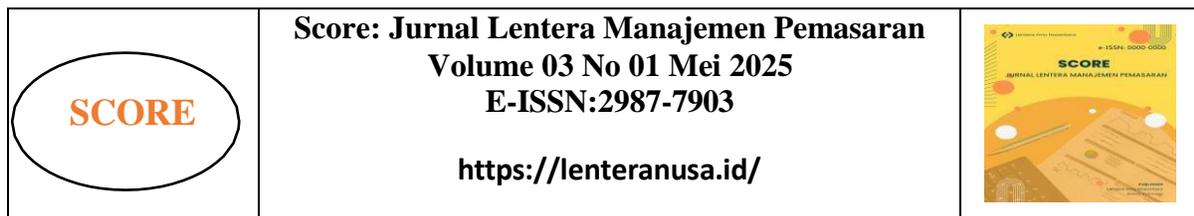
Figure 4. Dertemination Coefficient Test Results (R2)

Source: Research Processed by SPSS 25, 2024

Looking at the table above, it can be seen that the determination coefficient1 in the Changed R Square segment is 0.135. This shows that the ability of autonomous variables to understand dependent variables is only 13.5% or  $(0.135 \times 100)$ , the excess of 86.5% is due to other factors that are not discussed in this study.

### Discussions

The results of the study show that the Economic Impact (X1) has no effect on the existence and activities of MSMEs in Pasar Lama Tangerang (Y). This can be seen from the level. significance of 0.84 and was declared insignificant due to the t-statistical value ( $0.084 > 0.05$ ). Moreover. The t-value of the Economic Impact variable table (X1) is 1.991, meaning that the calculated t-value is less than 1 label ( $1.746 < 1.991$ ), so it can be concluded that Ho is accepted and H1 is rejected. This means that it can be indirectly shown that the Economic Impact in this study is somewhat no different and does not have much influence on the existence and activities of MSMEs in Pasar Lama Tangerang.



Theoretically, this finding challenges previous assumptions that economic support is always a primary driver for MSME sustainability, suggesting that in certain cultural tourism contexts, other factors may be more influential. Practically, this implies that simply injecting economic capital or infrastructure support without social contextualization may not significantly boost MSME performance in heritage-based areas like Pasar Lama. Local policymakers may need to reevaluate the allocation of financial resources and prioritize more culturally integrated approaches.

The results of the study showed that Social and Cultural Impact (X2) had an effect on the variable of MSMEs in Tangerang Old Market (Y). This can be seen from the level of significance of 0.023 and was declared significant because of the t-statistical value ( $0.023 < 0.05$ ). Next, the value of the t value of the table of the buying interest variable (X2) is 1.991, meaning that the value of the calculated T is greater than the T of the table ( $2.312 < 1.991$ ), it can be concluded that H0 is rejected and H1 is accepted. So the hypothesis of Social and Cultural Impact affects the existence and activities of MSMEs in Pasar Lama Tangerang. This means that statistically it can be shown that the Economic Impact in this study has a partial and significant effect on MSMEs in Pasar Lama Tangerang.

Theoretically, this confirms social embeddedness theory, which emphasizes the role of cultural traditions, social norms, and community interactions in shaping business sustainability, particularly in culturally rich marketplaces. Practically, this suggests that efforts to enhance MSME development should focus on strengthening community identity, cultural preservation, and interpersonal trust. Interventions such as cultural festivals, community-based branding, or heritage-based culinary promotions could more effectively sustain MSMEs in Pasar Lama than purely economic incentives.

## Conclusion

Based on the problem formulation, literature review, and data analysis that have been interpreted in this study, it can be concluded that the Economic Impact Variable 1 (X1) does not have a significant impact on the MSME variable of Tangerang Old Market (Y). This is due to several factors that make the Economic Impact not affect the existence and activities of Pasar Lama Tangetang MSMEs. Meanwhile, the Social and Cultural Impact Variable (X2) affects the factors in the variables of MSMEs in Pasar Lama Tangerang2 (Y). This is because of friendly sellers, good service, comfortable and safe places and products that are always available and up-to-date.

However, this study has several limitations, including the relatively small number of respondents and the limited geographic scope focused only on the Tangerang Old Market area. Additionally, this research only used two independent variables, while other relevant factors such as digital marketing, innovation capability, or tourism policy were not included in the analysis. For future research, it is recommended to expand the sample size, include more diverse MSME sectors, and incorporate qualitative methods such as interviews to gain deeper insights into the motivations and challenges faced by MSMEs in culinary tourism development.

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