

An aerial photograph of a dense forest. The trees are mostly green, but there are several large, light-colored tree trunks or canopies that stand out. The lighting is bright, creating a high-contrast scene. The text is overlaid on the bottom right of the image.

Revisit

A Tourism Discourse

Edited by: Mohd Hasrul Yushairi Johari,
Aziean Jamin,
Ahmad Khairuman Md Hasim

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Chief Editor: Mohd Hasrul Yushairi b. Johari

Associate Editor: Aziean Jamin

Copy Editor: Ahmad Khairuman Md. Hasim

Graphic Editor: Zamzuri Ahmad Nazari

Cover page: Amir Nurdin Ahmad Bhari

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FOREWORD

This book was developed out of a series of papers presented at a colloquium at UIN Mataram, Lombok, Indonesia in conjunction of 5-day UiTM Melaka tourism department's academic visit to Lombok on October 2019 and I am grateful to the organizers of the colloquium for the opportunity to air my views expressed here. Many twists and challenges were encountered throughout the process of publishing this book. This inaugural book chapter project has received a very encouraging response from many contributors. A total of 22 manuscripts were received. Thus, a total of 22 selected credible reviewers out of 120 applications were appointed to improve and provide suggestions on the content of the articles. However, after going through the screening and peer reviewed process, only 13 manuscripts received acceptance for publication with minor revisions. Others had to be rejected due to quality factors. However, in the final stage, only 8 manuscripts were returned to the editorial board.

Honestly, many aspects of the content in this book can be improved. Although the issues brought are not thoroughly novel and cutting edge, at least the subjects raised can provide ideas for further investigation. Many aspects of tourism between Malaysia and Indonesia that are not explored in the writing of this book such as commodification of tangible and intangible heritage management between Malaysia-Indonesia, Islamic tourism issues in Lombok, Indonesia-Malaysia, and the development of rural tourism that is actively implemented in Indonesia. Not forgetting the topic between nature disasters and tourism that can also be explored. The pandemic Covid-19 topic is not fully worked on in the book. Although, the editorial received a total of 10 manuscripts on the topic of Covid-19, however, all of them faced major quality drawbacks that made it difficult to publish.

However, some of the topics presented in the writing of this book chapter provide fresh inspiration to continue further empirical studies. For example, a community study on the role of the Sasak tribe in supporting the tourism industry as well as a study of the potential of health tourism between Malaysia and Indonesia. Several ideas on the issues and challenges of smart tourism and e-sports are also highlighted which are now gaining popularity among generation Z. Studies on tourist satisfaction in West Nusa Tenggara are also discussed. In addition, a study of the desire to travel and the emotions of tourists during the Covid-19 pandemic was also explored. Although the writing in this book chapter is not the finest, the editorial has tried to publish a quality article after countless editing hours by the committee. The editorial welcomes readers to forward any suggestions for the improvement of this book chapter.

Mohd Hasrul Yushairi b. Johari
Chief Editor

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TOURIST PURCHASING SATISFACTION ON SYMBOLIC ITEMS: A CASE STUDY OF WEST NUSA TENGGARA, INDONESIA

¹Siti Amalina binti Mohd Yazid, ²Muh. Baihaqi

¹Universiti Teknologi MARA Cawangan Melaka, Malaysia, ²Universitas Islam
Negeri Mataram, Lombok, Indonesia

amalina2311@uitm.edu.my

ABSTRACT

The tourism industry will make tourists' splurge in the country they travelled. Tourists purchase items due to the desire for keepsake and tangible memories of their travelling experience. Moreover, tourists purchase items that may represent the destination or reminding them of the trip they had and the types of evidence or reminder are different according to people throughout their experiences and preferences. Therefore, tourists may purchase items which symbolic to the destination or shopping goods while travelling. Marketing mix used by marketers to produce the response they want to achieve from the target market. From the above notion, this study attempted to identify how marketing mix can influence tourist purchasing decision on symbolic items and determine overall tourist satisfaction. The results of this analysis contribute to the practical industry providing additional insights into factors that influenced the tourists purchasing decision on symbolic items and overall satisfaction on products purchased.

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Keywords: tourist purchasing satisfaction; marketing mix; symbolic items;

1.0 INTRODUCTION

Tourism is a growing industry. According to World Tourism Organization (UNWTO, 2011) that in the past six decades, tourism has been the world's largest and fastest-growing economic sector as it continues to develop and expand. As for this, it can be stated that tourism is considered as an economic generic to the world. Moreover, tourism is not only about destinations but it involves the enjoyment of locations, meeting new people, contact, and connection between the host and the visitors (Ryan, 1990). Traveling is a new way for people to calm their minds and relax their bodies after a time of stress or everyday lives. UNWTO (2020) added that the percentage of year 2019 on international tourist arrivals has increased by 4 percent compared to last year.

UNWTO (2020) reported that international tourist arrivals in 2019 for the world are approximately 1,462 million. As in Asia and the Pacific, it was recorded 361 million tourist arrival. Nomura (2002) mentioned that tourists' expenditure was classified roughly into lodging, recreational, transportation and shopping while travelling. To reinforce this statement, Kim, Timothy and Hwang (2010) has recognized shopping is fundamental in everyday life and while visiting other places. With the statement, the tourism industry at the destination will ensure that the international tourists would spend while they are travelling. Not only tourists spend on food and beverages but also on other products that could help to increase the country's economy.

Since the prehistoric era, trips and shopping has been a must activity (Timothy & Butler, 1995; Fairhurst, Castello & Holmes, 2007). Not only that, shopping was a common and routine occurrence for people who went on a vacation and treated it as a holiday 'must-do' operation (Kim & Litrell, 2001; Oh et al., 2004; Timothy, 2005; Fairhurst, Castello & Holmes, 2007; Swanson & Timothy, 2012).

Shopping is an enjoyable experience and can also be viewed as an inspiration for travel. Timothy (2005) mentioned that Butler (1991) noted the connection among shopping and tourism could divide into two categories: (1) shopping as their primary intention when travelling; (2) shopping as their secondary intention or option that being motivated by other activities. As categorized, the tourists still do the shopping but with

different intentions and depending on which attractions they are visiting. Moreover, shopping can be considered as pleasant activity while travelling due to the remembrance of the memories (Timothy, 2005). Hence, all purchased items been brought back to their hometown can be a memento or as their personal use. Tourists usually buy items that can represent their destination, or remind them of their trip. To reinforce the statement, Damrongpipat (2009) mention that the product that tourists purchase while travelling is as a symbol for them so it would make them always remember the destination.

Despite that, Wilkins (2011) mentioned that it depends to the people experiences, preferences and others, that the types of evidence or reminder will be different. In this study, as to emphasize souvenirs into more varieties of products, it is being rephrased to symbolic items. This is supported by Swanson (2004), whereby symbolic items measured as common mementos for each event or experience, particularly when travelling.

2.0 LITERATURE REVIEW

Symbolic Items

Travelling is considered as intangible as it cannot be seen or touch without experience it. As a remembrance of the trip, visitors may want to buy something that reminds them of the location they've been travel to and it will contribute to souvenir sales in the destination. This is being agreed by Swanson (2004) and Damrongpipat (2009), whereby mentioned that souvenirs can be mementos and as items to make the consumer remember about the memories when they are travelling. It can be the tangible evidence that tourists have experienced the trips (Swanson, 2004, Fairhurst, Costello and Fogle, 2007; Swanson & Timothy, 2012). The researchers also added that it helped the tourists to remember certain moments and destinations. As for that statement, it shows that tourists will buy symbolic items as a verification of the travel. Tourists usually purchase souvenirs or symbolic items to determine the enjoyment of their travel experience that they have had and making the symbolic items as a tangible memory (Timothy, 2005). Hence, the travel or vacation experience can be proven by bringing home symbolic items, which are souvenirs from those particular places. Previous studies

(Swanson & Horridge, 2004; Swanson, 2004) have categorised souvenirs into assorted categories, such as arts and crafts, gemstone, ornaments, leather goods, house wares, labels (e.g. plates, mugs, tea towels, and T-Shirts) of words and symbol or picture by the souvenirs, china, postcards. As for that, a souvenir is more than only handicraft but on what becoming symbolic to the destination.

Moreover, the reasons for purchasing souvenirs is just not for a reminder but it can be as a gift giving toward loved ones or personal interest (Fairhurst et al., 2007). Oh, Cheng, Lehto and O'Leary (2004) have supported whereby tourists use the souvenirs as a gift as a meaning of relationship with others. In addition, in certain countries such as Japan feels that it is a tradition to bring souvenirs home after travelling. As mentioned by Kim and Litrell (2001), Nomura (2002), Kim, Timothy and Hwang (2011), the Japanese purchased souvenirs which called as Omiyage when they travel to provide gifts to associates, relations, neighbours and co-workers after a trip.

Symbolic items can be in the type of typical neighbouring crafts or unique products in terms of packaging, product names, emblem, colours and other elements (Fairhurst et al., 2007; Litrell et al., 1994). Besides that, tourists seek products that are unique or symbol representation that is different from their place (Llyod, Yip & Luk, 2011; Paige & Litrell, 2003; Reisenger & Turner, 2002).

Tourism in West Nusa Tenggara

One of the provinces in Indonesia is West Nusa Tenggara Province. It consists of two islands with a variety of tourist destinations. The two large islands are situated in the west of Lombok and as in the east is the Sumbawa. Moreover, along with the unique culture of each island it becomes a paradise for domestic and foreign tourists. In addition, West Nusa Tenggara is a diverse and growing tourism attraction. With this, the region which has the main role of tourism or has the potential to establish national tourism has a major impact on one or more factors, such as economic development, social and cultural rights, natural resource ownership, environmental protection and safety and security (Amrullah, 2014). With the potential of tourism, amenities such as hotels, culinary centers and others have also begun to develop.

In West Nusa Tenggara, it is recorded 1,204,556 international tourist arrivals for year 2018 (Dinas Pariwisata Provinsi NTB, 2020). As the number of tourists travelling to West Nusa Tenggara increases, it indicates that there are several components of tourist spending made by the tourists when they arrive to travel.

There are some of the opportunities owned by West Nusa Tenggara developing tourism branding which are: (1) Object and tourist attraction; (2) accessibility facilities; (3) amenities facilities.

Object and tourist attraction

a. Nature tourism

Lombok and Sumbawa are two islands in West Nusa Tenggara which store a lot of interesting destinations for tourists. The most tourism attraction in the areas is beach tourism. Dozens of beautiful beaches are noted from the western end of the island of Lombok to the eastern end of the island of Sumbawa. Some of the famous beaches in Lombok and Sumbawa are Senggigi beach, Trawangan beach, Kuta beach, Pink beach, Moyo beach and others. Each beach promotes different view that definitely will attract tourist to come.

Moreover, besides the beaches, the nature attraction in the area also consists of plenty waterfalls and mountains such as Rinjani and Tambora. Rinjani itself have been nominated as the world's geopark by UNESCO as highest mountain in West Tenggara Barat and first active volcano (Bambang, 2008).

b. Cultural attraction

As an area consisting of diverse ethnic and ethnic groups, Lombok Sumbawa has a variety of cultures that can be a tourist attraction. There are several tribes such as Sasak, Balinese, Javanese, Samawa, Mbojo and Bugis in the West Nusa Tenggara that offer different culture. In addition, this area has also long been inhabited by ethnic migrants from outside the Malay family such as the Arabs and Chinese. With the diversity of tribes and ethnicities gave birth to a variety of cultures that are manifested in the frame of the Lombok Sumbawa Enchantment which is a West Nusa Tenggara tourist branding.

With all these tribes that have different culture, it offers few cultural activities that become tourism attraction such as (1) religious ceremony

which provide activities for instance U'a Pua, Bau Nyale, Ogoh-ogoh parade and others, (2) variety of arts such as Slober, Jangga dance, Wura Bongi Monca dance, Rawa Mobjo and other art forms activity, (3) community traditions which offer traditions that being used in the West Nusa Tenggara and still being used to the date and become major attraction to tourist such as Nyongkolan tradition in Lombok, Ruah Segare, Ponan festivals and others.

Accessibility Facilities

As to sustain the development of tourism, the West Nusa Tenggara Provincial Government continues to build transportation access to a variety of reliable tourist sites that spread on the islands of Lombok and Sumbawa, as well as small islands. The transportation access includes land, sea and air transportation. Each transportation access brings benefits to all of the tourist attractions as it help to bring the tourists from all over the places and enjoy West Nusa Tenggara.

Amenities Facilities

Amenities are important in the tourism industry especially on places that provide the attractions as it considered as the supporting facilities to cater tourists who have come and visit the places. Amenities including with the accommodation such as hotels, resorts and also places to dine such as restaurants. Moreover, other amenities that are required in the places to support the tourism industry include restrooms, rest areas, clinics, parking bay, shopping places and others.

The amenities in West Nusa Tenggara were built according to the demand of the society and tourists. In year 2016, there are at least 824 hotels ready to accommodate the tourists (Lombok Insider, 2016). Not only they provide accommodations, but there are a lot of shopping places selling an authentic and local product (Rahmadi, 2016) such as Desa Adat Sade, Mataram Craft Center, Sayang Sayang Art Market, Kute Art Market, Sampung Mall Mataram and others.

With this, it shows that people are coming to West Nusa Tenggara not only to enjoy the view that been offered but also to produce the symbolic items that can provide mementos or memory towards the places. This statement is being support by Swanson (2004) which agrees that every

items being sold and bought by tourists are a universal reminder for each moments in the destinations.

Marketing Mix Dimensions

Marketing can be characterized as designing, selling, promoting and distributing concepts, products and services to build markets that are capable of satisfying both customer and organizational goals (Evans & Mautinho, 1999). This is also supported by McDaniel, Lamb and Hair (2010) whereby marketing is a activity, a set of establishments and creating, communicating, and delivering which have value for clients, associates and society.

Based on Constantindes (2006), the marketing mix first were described by Neil Borden in year 1964, which identified 12 convenient marketing elements that would provide a beneficial business operation if properly managed. Kotler and Armstrong (2011) restructured the marketing mix into 4P's as a controllable parameter, which likely influenced the purchasing decision of individuals due to most marketers accepted the marketing mix.

Kotler and Armstrong (2011) defined marketing mix as a set of controllable tactical marketing tools, which consist product, place, price and promotion known as 4P's that the firm blends it to produce the reaction of their objectives. However, Heuvel (1993) proposed that the marketing mix or known as service marketing mix should consist of product, price, place, promotion and personnel. Dolye (1994) also supported that in order to achieve the marketing objectives, factor of services and staff to position their products should be added into the marketing mix. The services and staffs factor can be categorized as human elements.

Furthermore, purchasing decision does not only influenced by shop location, price value and the quality of the products, but it work in conjunction with high-quality staff and it will create a satisfy customer and the probability of inducing them to purchase and spend more money and return intention (Timothy, 2005). As for that, based on the literature reviewed especially by Damrongpipat (2006), this study are used only the 5P's service marketing mix. Hence, the marketing mix seems suitable

to explore the satisfaction and to look at either the variables that influenced purchase decisions (Damrongpipat, 2009).

Product is the first element of marketing mix. The combination of goods and services will provide satisfaction to buyers (Truell, 2006). Product is defined as anything that offered to a market to reach for attention, acquisition, use or consumption that might satisfy the wants or needs (Kotler & Armstrong, 2011). In this context of study, the products refer as the symbolic items which offered to the tourists travelled in West Nusa Tenggara.

Moreover, based on Damrongpipat (2009) and Kotler and Armstrong (2011), variety of products can be sold to tourists either tangible or intangible. In addition, product quality, uniqueness and other commodity considerations have a major role to play in buying behavior (Anderson, 1993; Damrongpipat, 2009; Llyod et al., 2011; Murphy et al., 2011).

Next dimension in marketing mix is the price variable. Mak, Tsang and Cheung, 1999 and Sunström et al., 2011 mentioned price factor has relationship with the purchasing behaviour and tourists seek product that are value for money. Moreover, pricing is critical and it needs to be regarded not only based on the characteristics of the goods itself but also on the basis of the customer, which in this case is the point of view of the tourist (Soininen, 2007). Pechtl (2008) agreed that price and quality of product play important roles to make people shops.

Next marketing mix is place as third variable. Place refers as putting merchandise in appropriate places with the suitable timing to be purchased by people (Truell, 2006). Moreover, Soininen (2007) added that place identify towards the suitable distribution channel is use to guarantee that the product availability is enough. Other than that, Jansen-Verbeke (1991) and Timothy and Butler (1995) mention that elements which location provide such as the uniqueness, ambiance of the store, settings and the attractive nature of the shops effect the purchasing behaviour of tourists and lead to their satisfaction level. Sunström et al. (2011) and Yuksel (2007) supported by mentioned that the ambiance of a shopping location is one of the reasons tourists purchase products at the destination.

As in West Nusa Tenggara, most of the symbolic items were distributed at tourist's attraction locations such as Desa Adat Sade, Mataram Craft Center, Sayang Sayang Art Market, Kuta Art Market, Samping Mall Mataram and others (Rahmadi, 2016).

Promotion is the fourth marketing mix dimension. Truell (2006) recommended organization need to plan promotional strategies carefully and use the proper tools in order being effective. Moreover, Soininen (2007) mentioned tourists are driven to buy items based on the illustrations, phrases, and sounds directed to appeal to emotions. Promotion according to Kotler and Armstrong (2011), is a communication process that has its remote program which consists of advertising, personal selling, sales promotion and public relation to promote products to tourists. This is also agreed by Damrongpipat, (2009) whereby indicates that promotion provides an impact and influence the purchasing decision of tourists.

Lastly, the last element of marketing is the personnel. Based on Soininen (2007), this added point in the marketing mix is measured important because workforce generates relationship with the tourists to sell the products. Damrongpipat (2009) mentioned that personnel refers to the workforce in the organizations of business. As based by Boulakia (1999), it is claimed that the vendor is the key to the personal sales tactic. In addition, previous studies (Llyod et al., 2011; Murphy et al., 2011) agreed that knowledge and the hospitality shown gave an impact on purchasing behaviour and tourists are willing to spend more money on the products. Moreover, the finding of study by Damrongpipat (2009) showed that the marketing mix factors influenced the tourists purchasing decision and satisfaction level in Phuket, Thailand. Therefore, through the reviewing of the literature regarding the marketing mix, it can be said that marketing mix which considered as external stimuli. Thus, in view of the literature, this study is focusing on overall purchasing satisfaction among tourists in West Nusa Tenggara and factor influencing purchase decision through marketing mix on the symbolic items.

Tourist Purchasing Behaviour

Based on Litrell, Paige and Song (2004), shopping behaviour is divided into shoppers and non- shoppers. Timothy (2005) added that tourism and tourist activities, which include a form of consumption on shopping

activity which will lead into purchasing behaviour. This is supported by Hudson (2002) where the researcher define the behaviour as the study of why people acquire the products they do and how they decide to purchase it. Prior to that, among all definition stated by many researchers, Damrongpipat (2009) conclude that, the behaviour can be distinct as same as customer behaviour and shopping behaviour.

Furthermore, Kotler and Armstrong (2011) mentioned also that purchasing behaviour consists of three important elements which are (1) marketing mix; (2) buyer's black box (buying decision process; and (3) buyer's responses. Furthermore, Kotler and Armstrong (2011) mentioned that the black box is mostly the crucial aspect that marketers need to know to sell their products successfully. This is because the black box consists of the decision process. It can be stated that they have a strong relationship in the decision making process and is the core concept (Damrongpipat, 2009; Demir, Kozak & Correia, 2011).

Decision making was defined by Sproles and Kendell (1986) as mental point of reference which it characterized choices by the tourists (Wesley et al., 2006). The model looks into the behaviour of individuals to purchase a product. As in this study, it looked into the buyer responses either they are satisfies or not.

Satisfaction

Consumer will evaluate the products purchased and the services they received by determining the overall satisfaction (Assael, 2008). Futhermore, Assael (2008) added that satisfaction occur when the expectation meet the needs and wants. Based on the statements, it clearly determined that purchasing behaviour of individual will lead to satisfaction or dissatisfaction (Leingpibul, Thomas, Broyles & Ross, 2009). Several researchers (Gunderson, Hyde & Olson, 1999; Ibrahim & Gill, 2005; McQuitty, Finn & Wiley, 2000) also acknowledge satisfaction appears after products are purchased and may create into customer loyalty.

The post-purchased behaviour were defined as a process the consumer either satisfy or dissatisfy with the products they purchased (Kotler & Armstrong, 2011; McDaniel et al., 2010). From previous study (Anton, 1996), there are many different definitions of satisfaction is being

proposed according to the scope but it can be concluded as the needs and wants of the consumer is being achieved as same as their expectation and perception, resulting future purchase and loyalty.

Damrongpipat (2009) stated that satisfaction of consumers usually referred on the relationship of anticipation and experiences. Furthermore, the satisfaction of a consumer can also bring a good result of the products and marketers such as positive word-of-mouth, suggestion of the product and may attract new consumers towards the product also creating new or repeat customers (Akhter, 2010; Fairhurst et al., 2007; Leingpibul et al., 2009; Mahapatra, Kumar & Chauhan, 2010; Swarbrooke & Horner, 1999).

Conceptual Framework

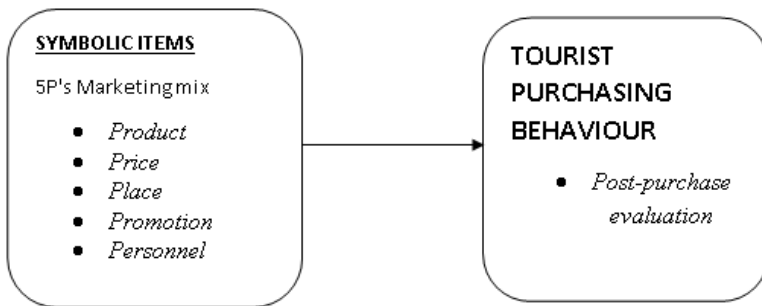


Figure 1: Conceptual Framework of Tourist Purchasing Behaviour
(Source: Damrongpipat (2009))

3.0 METHODOLOGY

Research Instrument

A self-administrated questionnaire will be used to achieve the objectives of the study. The measurements will be adapted from Constantindes (2006) which the variables derived from the proposed marketing mix formation model by Heuvel (1993). A five-point Likert's scale is utilized to measure the influenced factors on symbolic items which is the souvenir. Questions on the descriptive information such as products bought and location of purchasing the products were given several choices, where respondents may choose more than one answer. The outcome of this type of question will determine the products that respondents most bought and place them favour to purchase it.

Data Collection

The data is plan to be gathered from the international tourists found along the Lombok City Centre area. The type of sampling plan to be used in this study is the non-probability convenience sampling as it is convenient to get the data from the population. The questionnaires will be distributed to 384 respondent according to the population and as mentioned in Krecjie and Morgan (1970).

Format of Questionnaire

The survey questionnaire is divided into three sections. Section A is on the demographic of respondents. Section B of the survey questions is designed to determine the products of symbolic items, which are souvenirs. The type of questions will be divided into two phases which one phase is the questions of descriptive information whereby the respondents will be asked about products that they have bought during their trip in Lombok and the location they purchase the products. The respondents also will be further asked about the purpose of purchasing these products including the reason of them purchasing it. This type of questions allows the respondents to choose more than one answer so that the researcher would be able to determine the types and locations that tourists prefer to purchase regarding symbolic items.

For phase two, the questions will be designed to indicate the factors influenced the purchasing behaviour among international tourists using the marketing mix proposed by Heuvel (1993) which the researcher

adapted from Damrongpipat (2006). Here, the respondents will be requested to indicate the important levels for each item in the dimensions of the marketing mix.

Section C of the questionnaires will look into the post-purchase behaviour of the respondents whether satisfied or dissatisfied with the products and services received (Kotler & Armstrong, 2011). This part is essential to examine the future intention of tourists based on their satisfaction on symbolic items that they have purchased.

4.0 CONCLUSION

In conclusion, the study aims to identify the overall purchasing satisfaction towards the symbolic items among tourists. Besides, the items purchased identified and determined the factor influenced the most on their purchasing decision using the marketing mix elements. Based from previous studies (Fairhurst et al., 2007; Kim & Litrell, 2001; Nomura, 2002; Oh et al., 2004; Swanson & Timothy, 2012; Timothy, 2005), it shows that shopping is an essential activities for tourists when they travel to a destination. Hence, it is important to know what derives them to purchase the products. It helped to cater their needs and wants and it helped generate more income to country as the international tourists spend more.

In future, for this study it is recommended that the buying behaviour of symbolic items be evaluated in different settings. It may result in a different outcome and will be useful for future use. As based on the above debate, it shows that the marketing mix is not only ideal for the business sector but also for the hospitality industry, namely the tourism industry. Studying the purchasing behaviour will thus help to increase the percentage of products purchased at West Nusa Tenggara. In addition, it will help to offer benefits in terms of retail facets, including symbolic objects, to the marketer and also to the government and authorities in tourism. The marketers can follow suitable approaches to be in line with tourists' needs and wants.

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