

Identification of Internal Factors of Indonesia Tourists that Influence the Decision to Travel Shopping to Singapore

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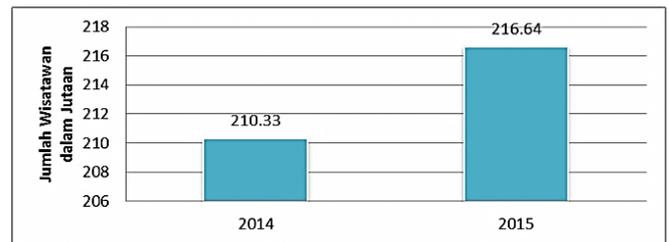
Abstract—According to the results of a survey of the Global Travel Intentions Study (GTIS) in 2015 related to research on tourist destinations in foreign destinations, it was found that 69% of Indonesian tourists take advantage of their vacations to shop, that figure is higher than tourists from the Asia Pacific region who only 68% global tourists recorded at 66%. This research was conducted to identify factors that influence the decisions of Indonesian tourists on shopping trips to Singapore. The object of this research includes workers in the Central Jakarta area. This study was conducted on 280 respondents. The data analysis method used is Structural Equation Modeling (SEM) with the Linear Structural Relationship (LISREL) program. The results of this study indicate that 237 respondents have visited Singapore 1-3 times with a percentage of 84,6%, The analysis also stated that cultural factors and social factors significantly influence the decision to travel shopping for Indonesian tourists to Singapore. While personal factors and psychological factors do not affect the decision to travel shopping for Indonesian tourists to Singapore.

Keywords: cultural factors, social factors, personal factors, psychological factors, shopping tour decisions

I. INTRODUCTION

Tourism is an important factor in the development of a country, region and region. Through the development of tourism, the State, region, and region can obtain additional foreign exchange income, open business opportunities, increase employment, increase the income of the community and government, and encourage regional development. For this reason, tourism continues to be developed and becomes a national development program.

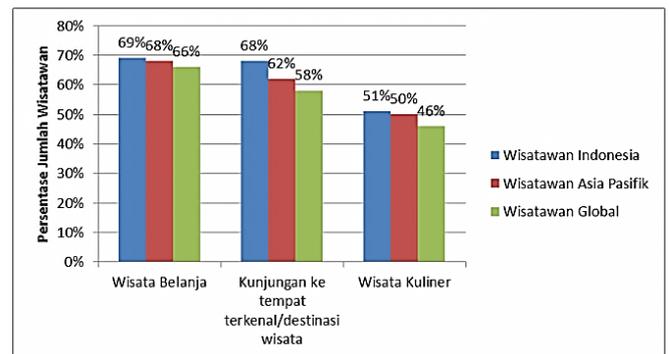
Nowadays Indonesian tourists prefer to travel abroad. Based on the results of the World Tourism Organization (WTO) survey as shown in figure 1.



Source: World Tourism Organization (2015)

Fig. 1. Survey results of the number of Indonesian tourists traveling abroad.

The three main targets of Indonesian tourists abroad are shopping, visiting famous places / tourist destinations, and culinary tasting.



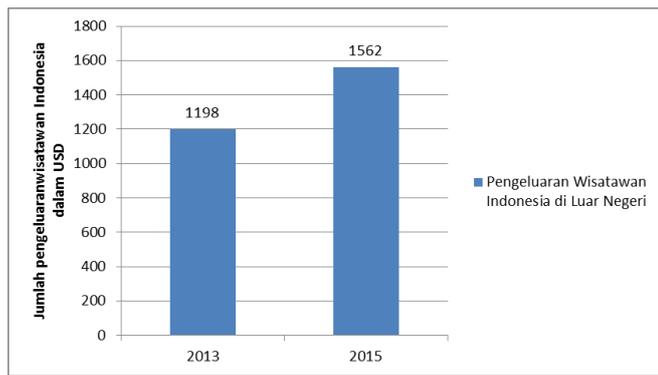
Source: Global Travel Intentions Study (2015)

Fig. 2. Results of survey of foreign destinations tourism market.

According to the results of a survey from the 2015 Global Travel Intentions Study (GTIS) related to research on the overseas tourist destination market as shown in the graph above, it was found that, 69% of Indonesian tourists use their holidays to shop, the figure is higher than tourists from the Asia Pacific region which is only 68% and global tourists accounted for 66%. While the second category of the largest expenditure of Indonesian tourists is 68% to visit famous tourist attractions/tourist destinations, compared with Asia Pacific tourists only 62% and 58% global tourists, then 51% for tasting culinary destination countries, the figure is slightly higher compared to Asia Pacific tourists 50% and global

tourists 46%. The results of this survey show that Indonesian tourists are more interested in shopping tourism in undertaking tourist trips abroad compared to visiting famous tourist destinations / tourist destinations and conducting culinary tours.

The increase in the number of Indonesian tourists abroad was also followed by an increase in shopping transactions using credit cards for travel throughout 2015 recorded to reach more than Rp800 billion, up 5% compared to 2014. Overseas holidays may not always be economical for Indonesian tourists, because tourists Indonesia is a consumptive type while on holidays abroad. This is also proven based on the results of a survey from the 2015 Global Intention Study Visa as illustrated in Figure 3 below of 13,603 tourists in 25 countries who have traveled in the last 24 months, including Indonesia. The study was conducted from January to February 2015, and Indonesia was represented by 501 respondents aged 18 years and over, both women and men.



Source: Visa Global Intention Study (2015)

Fig. 3. Survey results of Indonesian tourist expenditures abroad.

The survey results show the expenditure of Indonesian tourists increased by 30 percent, from 2013 while on holiday abroad. In 2013 Indonesian tourists spent USD1,198 while on holiday abroad. While in research conducted from January to February 2015, Indonesian tourists spent USD1,562 in the last 24 months. The most expenditure for Indonesian tourists when traveling abroad is shopping. Nearly 69 percent of the 501 respondents spent their money shopping while on holiday abroad.

In addition to shopping, Indonesians also like to go on medical tours (medical treatment) abroad, based on the latest data obtained by the Congress of Doctors in Bali in 2013, as many as 600 thousand Indonesians went abroad for treatment. The Ministry of Health estimates that the cost incurred by patients is Rp. 100 Trillion per year. But those carrying out health tourism are only the upper middle class.

This research was conducted to determine the factors that are perceived to affect the visit of Indonesian tourists to Singapore. Researchers then conducted a preliminary study using 50 respondents who had visited Singapore. Survey results show that there are 4 main factors that respondents perceive influence their decision to visit Singapore, namely cultural factors, social factors, personal factors and psychological factors

The results of the preliminary study form the basis for researchers to analyze the four factors in the main study

The objectives of this research are to analyze:

- The effect of Cultural Factors on Indonesian Tourist Shopping Travel Decisions to Singapore.
- The effect of Social Factors on Indonesian Tourist Shopping Travel Decisions to Singapore.
- The effect of Personal Factors on the Decision of Indonesian Tourist Shopping Travel to Singapore.
- The effect of Psychological Factors on the Decision of Indonesian Tourist Shopping Travel to Singapore.

II. LITERATURE REVIEW

A. Tourism Marketing

Tourism marketing (tourism marketing) is a system and coordination implemented as a policy for companies engaged in tourism, both private and government owned, in the scope of local, regional, national, and international to be able to achieve tourist satisfaction by obtaining reasonable profits [1]. Tourism marketing is a strategic process of marketing tourism resources in the form of destinations or tourist objects [2].

Based on some of the definitions above, it can be concluded that tourism marketing is a system and coordination that is carried out as a policy that is applied to companies that manage tourism, both private and government-owned, to raise people's interest to influence their needs, desires, and motivate them to travel. travel, at the regional, regional, national and international level to provide satisfaction to tourists and get reasonable benefits.

B. Cultural Factors

Culture is all the values of thought, and symbols that influence the behavior, attitudes, beliefs, and habits of a person and society [3]. Culture, sub-culture, and social class are very important for purchasing behavior, culture is the most basic determinant of desire and behavior [4]. Culture can also be interpreted as a comprehensive complex that includes knowledge, beliefs, art, law, morals, habits, and other capabilities and habits that are controlled by individuals as members of society [5].

There are several elements that influence culture [3], namely:

- Value (Value), is a belief or anything that is considered important by someone or a community. Values direct someone to behave according to their culture. Values usually last long and are difficult to change. Value can mean a belief about a thing, but value is not just trust. Value is accepted by community members.
- Norm (Norms), is a concept that is more specific than value. Norms are the rules of society about good and bad attitudes, actions that are allowed and not allowed.

- Prohibition (Mores), is a variety of forms of habit that contain moral aspects, usually in the form of actions that must not be carried out by someone in a society.
- Convention (Conventions), describes the norms in everyday life. The Convention describes the recommendations or habits of how a person must act everyday and is usually related to consumer behavior.
- Myth, is another important cultural element. Myth illustrates a story or belief that contains values and idealism for a society. Myth is often difficult to prove the truth.
- Symbols, are all things (objects, names, colors, and concepts) that have other important meanings (desired cultural meanings).

The relationship between cultural factors with shopping tour decisions can be seen from the elements in these cultural factors where there are cultural, subcultural, and social class elements that are very likely to influence one's decision to shop for shopping [4]. Where there are various cultures, subcultures, and consumer social classes that can influence consumer behavior in making decisions. Which mean that there is a positive and significant influence of cultural factors on Purchasing Decisions [6].

C. Social Factors

Consumer behavior is also influenced by social factors such as reference groups, families, and social roles and status [3].

1) *Reference group*: A person's reference group consists of all groups that have a direct or indirect influence on the person's attitude or behavior [4]. The reference group is an individual or group of people that significantly affect a person's behavior [3]. Reference groups are used by someone as a basis for comparison or a reference in forming affective, cognitive, and behavioral responses. The reference group is a form of group that has relevance to consumer behavior and is an individual or group that is used as a reference that has a real influence on individuals [7].

2) *Family*: Family is the closest environment to consumers [3]. Family is an environment where most consumers live and interact with other family members. Family members will influence each other in making purchasing decisions for products and services. The family is the most important purchasing organization in society and family members become the most influential primary reference group [4]. The family influences the learning process, attitudes, perceptions and behavior of the people in it [7].

3) *Role and social status*: The position of a person who participates in many groups throughout his life, can be determined based on his role and status. The role includes activities that are expected to be carried out by someone. Each role will produce status [4].

Social factors are one of the factors that can influence consumers in making decisions for shopping trips both from within and from outside the personal environment of consumers are. Where the elements that influence social factors

are the reference group and the family of the consumers themselves. In addition, the role and social status of consumers can also influence decision making for shopping trips by consumers [4]. There is a positive and significant influence of social factors on Purchasing Decisions [6].

D. Personal Factors

The decision to travel is also influenced by personal characteristics [4]. These characteristics include age and life cycle stages, work and economic environment, personality and self-concept, as well as buyer values and lifestyles.

1) *Age and life cycle stage*: The family life cycle describes the stages that a family goes through as the age of the family member increases [3]. Meanwhile, consumption is also shaped by the life cycle of the family and the number, age, and gender of people in the household at one time [4]. In addition, a person's taste for an item or service is also related to age. Another opinion state that the family life cycle is a terminology used to describe the development stages of a family, starting from marriage, giving birth to children, raising children when primary school age, caring for children during adolescence, marrying off children, twilight to old age [7]. At each stage this will cause different problems. The difference in these conditions can affect consumer behavior in consumption and shopping. In addition to the family life cycle, psychological life cycle stages can occur, with a change and journey throughout the life of the marketer demanded to be able to pay attention to changes that occur in each event. Because every event raises new needs.

2) *Employment and economic environment*: A person's work also influences their consumption patterns, so marketers try to identify occupational groups who have above-average interest in their products and services. In addition to work, consumption patterns are also influenced by economic conditions, such as: income, savings and assets, debt, the ability to borrow, and attitudes toward shopping or saving activities [3].

3) *Personality and self concept*: Each individual has different personality characteristics that influence his buying behavior. Personality is a distinctive human psychological trait that generates relatively consistent and enduring responses to environmental stimuli. Personality is usually described by using innate traits such as self-confidence, dominance, autonomy, honor, social skills, self defense, and adaptability. Another opinion expressed that personality is often interpreted as individual characteristics which are a combination of nature, temperament, general abilities and talents which in their development are influenced by the interaction of individuals with their environment [4]. In addition, personality is also interpreted as characteristics that exist in individuals that involve various processes psychologically which will determine one's tendency and response to the environment. Meanwhile, personality is related to the differences in the characteristics of the innermost inner self (inner psychological characteristics) of humans, the differences in these

characteristics illustrate the unique characteristics of each individual [6]. The difference in characteristics will affect an individual's response to his environment consistently. Self-concept is one's perception or feeling towards him [4]. A person's self-concept describes how that person's attitude towards him. The self-concept into four parts, namely, the actual self-concept, ideal self-concept, personal self-concept, and social self-concept [8]. Meanwhile, consumers often choose and use products or services that have personalities that are consistent with their own actual self-concept (how a person views himself), and may also be based on an ideal self-concept (what he wants to look like) or even the self-concept of others (assume others think of themselves as what) [4].

4) *Value and lifestyle*: Lifestyle is a person's lifestyle in the world that is revealed in his activities, interests and opinions. Lifestyle is partly shaped by whether consumers are limited by money or limited by time [4]. Lifestyle is a newer concept and is more easily measured than personality [9,10] Lifestyle is defined as the pattern in which people live and use money and time. Meanwhile, lifestyle from an economic perspective shows how one allocates income [3]. Social factors are one of the factors that can influence consumers in making decisions for shopping trips both from within and from outside the personal environment of consumers are. Where the elements that influence social factors are the reference group and the family of the consumers themselves. In addition, the role and social status of consumers can also influence decision making for shopping trips by consumers [11]. There is a positive and significant influence of social factors on Purchasing Decisions [12].

E. Psychological Factors

The starting point for understanding consumer behavior through stimuli and responses [13]. Marketing and environmental stimuli enter consumer awareness. A set of psychological processes combines with certain consumer characteristics to produce a decision and purchase decision process. There are four psychological processes namely, motivation, perception, learning, and memory.

1) *Motivation*: Motivation arises because of the needs felt by consumers. Motivation is a series of efforts to provide certain conditions, so that someone wants and wants to do something, and if he does not like it, it will try to negate or avoid the feeling of dislike [8]. So that motivation can be stimulated by external factors, but that motivation is growing within a person. A person has many needs at a certain time. Some needs are biogenic; These needs arise from biological stresses such as hunger, thirst, discomfort [4]. Other needs are psychological; they arise from psychological stresses such as the need for recognition, appreciation, or a sense of group membership. Needs will become a motive if it is pushed to an adequate level of intensity. Motive is a need to be able to encourage someone to act. In line with this opinion, motivation is the driving force in a person who forces him to take an action as a result of a depressed state that arises as a

result of unmet needs [9]. One's purchasing choices are influenced by four main psychological factors, namely motivation, perception, knowledge, and memory. A person's motivation has several needs at a time, it can be biogenic, which arises from physiological tension, such as hunger, thirst, comfort, psychogenic needs, which arises from psychological tension, such as the need to be recognized, self-esteem and feel humiliated in the community. The higher the motivation, perception, knowledge, and memory of a person towards a product, the higher the consumer's decision to make a purchase. Psychological factors have a significant influence on tourist visiting decisions [10].

F. Shopping Travel Decisions

The decision making process is a basic psychological process that plays an important role in understanding how consumers actually make purchasing decisions. The decision process selects an action from two or more alternative choices [11]. Marketers have developed a "step sequence model" of the buying decision process. In general, consumers go through five stages, namely, problem recognition, information search, alternative evaluation, purchasing decisions and post-purchase behavior. However, consumers do not always go through all five sequence steps when buying a product.

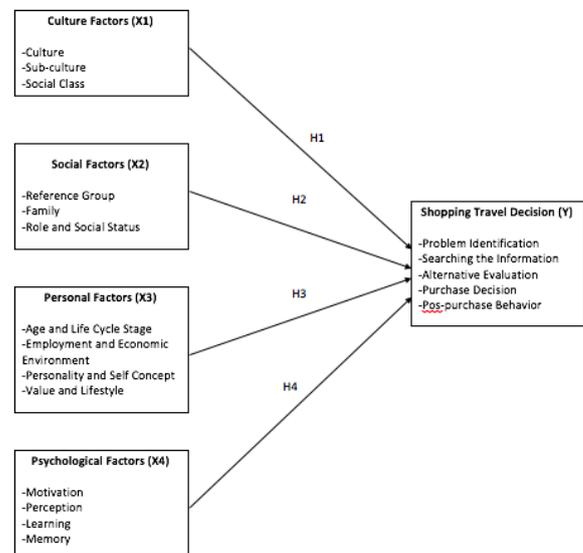


Fig. 4. Conceptual framework.

III. METHOD

A. Population and Research Samples

The population used by the author as a research subject is Indonesian tourists who have visited Singapore, and who work in the Central Jakarta Office Area. The population is unknown or unlimited.

B. Data Collection Technique

The data collection method used in this study was a questionnaire (questionnaire) technique.

C. Analysis Method

1) *Test validity and reliability of instruments:* Before processing the data, it is necessary to test the data on these variables. Validity test shows the extent to which the measuring instrument can measure the variables to be measured. Validity testing is done using confirmatory analysis. In confirmatory analysis, latent variables are considered as causal variables that underlie the indicators [12]. The basis of this validity test decision making is if the Loading Factor ≥ 0.50 then the item is said to be valid. Instrument reliability testing aims to determine the consistency of an instrument. The next step is to calculate the loadings and assess the statistical significance of each indicator. If it proves to be insignificant, then the indicator must be discarded or transformed to be fit for latent variables [13]. Construct reliability is said to be good, if the Construct Reliability (CR) is ≥ 0.70 and the value of the Variance Extract (VE) is ≥ 0.50 .

D. Hypothesis Testing

In LISREL there is no significance value that can directly tell whether the relationship between a variable with other variables is significant. For each estimate in Lisrel, there is three very useful information: the regression coefficient, the standard error and the t value. Standard errors are used to measure the accuracy of each parameter estimate. Under the standard error is the t value obtained through a comparison between the estimated value and the standard error.

To find out the significance of the relationship between variables, the value of t must be greater than t-table at a certain level that depends on the sample size and level of significance, but generally the level of significance is 1%, 5%, 10%. For a large sample size than the t table value at the 5% level, which is ± 1.960 , the relationship between variables is significant.

IV. FINDINGS AND DISCUSSION

A. Test the Validity and Reliability of Cultural Factors

In this test 12 indicators were observed about the Cultural Factors that had been tested, with Chi-Square results = 29.42, df = 9, P-Value = 0.00055, RMSEA = 0.090.

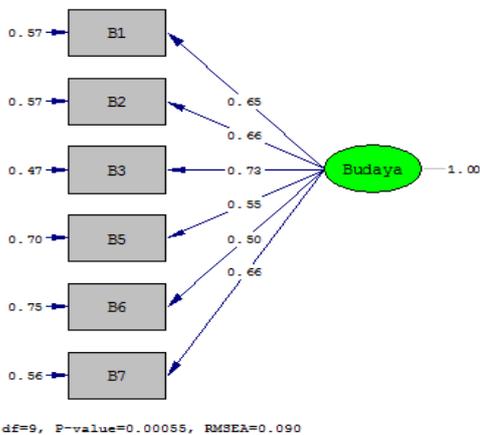


Fig. 5. Test the validity and reliability of cultural factors.

From the figure 5 it can be seen that out of the 13 validity tests conducted in SEM there are 6 statements that have a Standardize Loading Factor value > 0.5 then these 6 statements are considered valid and there are 7 statements that have a Standardize Loading Factor value < 0.5 then there are 7 statement that is considered invalid.

Reliability Test

$$(\sum \text{Standardized Loading})^2$$

$$(0.65 + 0.66 + 0.73 + 0.55 + 0.50 + 0.66)^2 = 14.06$$

$$\sum \text{Standardized Loading}^2$$

$$0.65^2 + 0.66^2 + 0.73^2 + 0.55^2 + 0.50^2 + 0.66^2 = 2.37$$

$$\sum \text{Measurement Error}$$

$$0.57 + 0.57 + 0.47 + 0.70 + 0.75 + 0.56 = 3.62$$

From the above calculations it can be seen that the cultural factor variable has a CR value of 0.70, which is 0.79. Then the variable is declared reliable for use in research.

B. Test the Validity and Reliability of Social Factors

In this test 6 indicators were observed about the Social Factors that had been tested, by getting Chi-Square results = 0.00, df = 0, P-Value = 1.00000, RMSEA = 0.000.

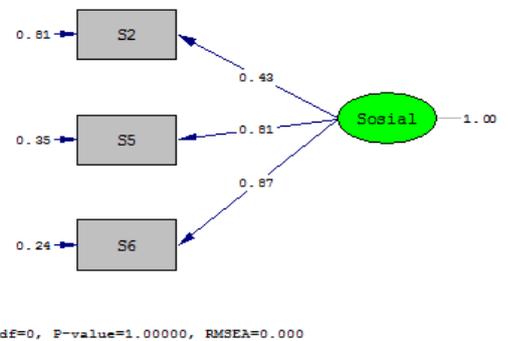


Fig. 6. Test the validity and reliability of social factors.

From the figure 6 it can be seen that out of the 6 validity tests conducted in SEM there are 2 statements that have a Standardize Loading Factor value > 0.5 then those 2 statements are considered valid and there are 4 statements that have a Standardize Loading Factor value < 0.5 then there are 4 statement that is considered invalid.

Reliability Test

$$(\sum \text{Standardized Loading})^2$$

$$(0.81 + 0.87)^2 = 2.82$$

$$\sum \text{Standardized Loading}^2$$

$$0.81^2 + 0.87^2 = 1.41$$

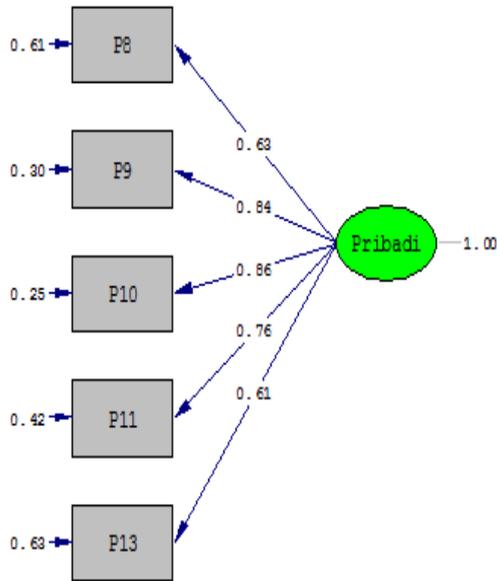
$$\sum \text{Measurement Error}$$

$$0.35 + 0.24 = 0.59$$

From the above calculation it can be seen that the social factor variable has a CR value of 0.70, which is equal to 0.70. Then the variable is declared reliable for use in research.

C. Test the Validity and Reliability of Personal Factors

In this test 14 indicators were observed about the Personal Factors that have been tested, with Chi-Square results = 14.28, df = 5, P-Value = 0.01395, RMSEA = 0.082.



Chi-Square=14.28, df=5, P-value=0.01395, RMSEA=0.082

Source: Results of Data Processing with LISREL 8.80

Fig. 7. Test the validity and reliability of personal factors.

From the figure 7 it can be seen that out of the 14 validity tests conducted in SEM there are 5 statements that have a Standardize Loading Factor value > 0.5 then these 5 statements are considered valid and there are 9 statements that have a Standardize Loading Factor value <0.5 then there are 9 statement that is considered invalid

Realibility Test

$$(\sum \text{Standardized Loading})^2$$

$$0.63 + 0.84 + 0.86 + 0.76 + 0.61)^2 = 13.69$$

$$\sum \text{Standardized Loading}^2$$

$$0.632 + 0.842 + 0.862 + 0.762 + 0.612 = 2.79$$

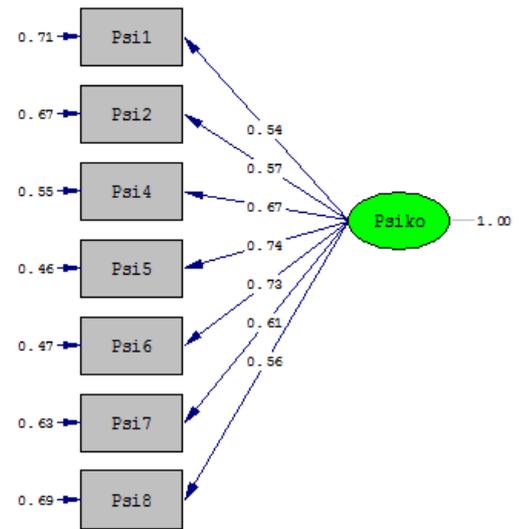
$$\sum \text{Measure Error}$$

$$0.61 + 0.30 + 0.25 + 0.42 + 0.63 = 2.21$$

From the above calculations it can be seen that the personal factor variable has a CR value of 0.70, which is 0.86. Then the variable is declared reliable for use in research.

D. Test the Validity and Reliability of Psychological Factors

In this test 8 indicators were observed about Psychological Factors that had been tested, with Chi-Square results = 71.51, df = 14, P-Value = 0.000, RMSEA = 0.121.



Chi-Square=71.51, df=14, P-value=0.00000, RMSEA=0.121

Source: Results of Data Processing with LISREL 8.80

Fig. 8. Test the validity and reliability of psychological factors.

From the figure 8 it can be seen that out of the 8 validity tests conducted in SEM there are 7 statements that have Standardize Loading Factor values > 0.5 then these 7 statements are considered valid and there are 1 statements that have Standardize Loading Factor values <0.5 then there are 1 statement that is considered invalid.

Reliability Test

$$(\sum \text{Standardized Loading})^2$$

$$(0.54 + 0.57 + 0.67 + 0.74 + 0.72 + 0.61 + 0.56)^2 = 19.44$$

$$\sum \text{Standardized Loading}^2$$

$$0.542 + 0.572 + 0.672 + 0.742 + 0.722 + 0.612 + 0.562 = 2.81$$

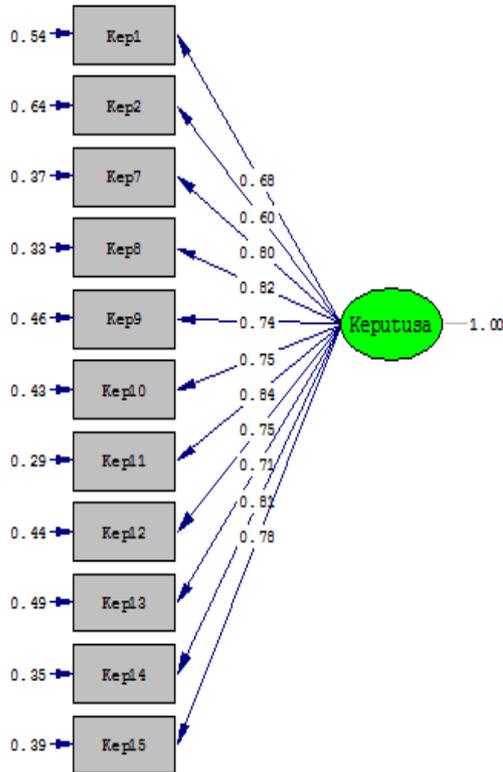
$$\sum \text{Measurement Error}$$

$$0.71 + 0.67 + 0.55 + 0.46 + 0.47 + 0.63 + 0.69 = 4.18$$

From the above calculations it can be seen that the psychological factor variable has a CR value of 0.70, which is 0.82. Then the variable is declared reliable for use in research.

E. Test Validity and Reliability of Shopping Tour Decision Variables

In this test 15 indicators were observed about the Shopping Trip Decision that had been tested, by getting the results of Chi-Square = 251.60, df = 44, P-Value = 0.00000, RMSEA = 0.130.



Chi-Square=251.60, df=44, P-value=0.00000, RMSEA=0.130

Source: Results of Data Processing with LISREL 8.80

Fig. 9. Test validity and reliability of shopping tour decision variables.

From the figure 9 it can be seen that from 15 validity tests processed in SEM, there are 11 statements that have a Standardize Loading Factor value > 0.5, then 11 statements are considered valid and there are 4 statements that have a Standardize Loading Factor value <0.5 then there are 4 statements that are considered invalid.

Reliability Test

(∑ Standardized Loading) 2

$$(0.68 + 0.60 + 0.80 + 0.82 + 0.74 + 0.75 + 0.84 + 0.75 + 0.71 + 0.81 + 0.78) 2 = 68.55$$

∑Standardized Loading2

$$0.682 + 0.602 + 0.802 + 0.822 + 0.742 + 0.752 + 0.842 + 0.752 + 0.712 + 0.812 + 0.782 = 6,28$$

∑Measurement Error

$$0.54 + 0.64 + 0.37 + 0.33 + 0.46 + 0.43 + 0.29 + 0.44 + 0.49 + 0.35 + 0.39 = 4.73$$

From the above calculations it can be seen that the decision to make a shopping tour variable has a CR value of 0.70, which is 0.93. Then the variable is declared reliable for use in research.

F. Overall Test of the Measurement Model

The measurement model match test results are shown in the table 1.

TABLE I. THE MEASUREMENT MODEL MATCH TEST RESULTS

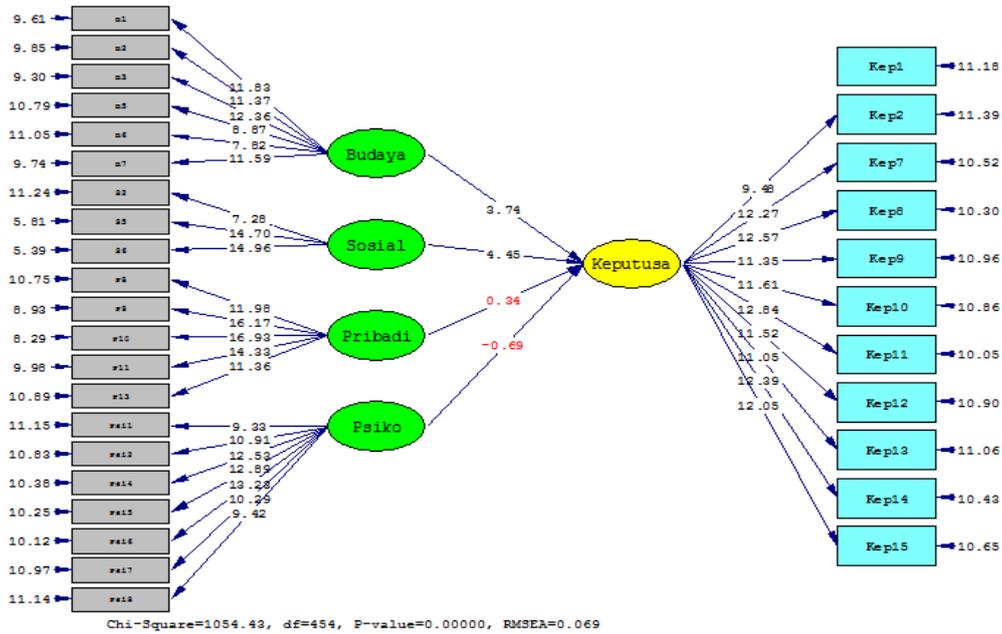
No.	GOF Size	Target Level Compatibility	Result Estimate	Level Compatibility
1	Root Mean Square Error of Appoximation (RMSEA) P (close Fit)	RMSEA ≤ 0,08 P ≥ 0,50	0,069	Good Fit
2	Normed Fit Index(NFI)	NFI ≥ 0,90	0,92	Good Fit
3	Non-Noormed Fit Index (NNFI)	NNFI ≥ 0,90	0,95	Good Fit
4	Comparative Fit Index (CFI)	CFI ≥ 0,90	0,95	Good Fit
5	Incremental Fit Index (IFI)	IFI ≥ 0,90	0,95	Good Fit
6	Relative Fit Index (RFI)	RFI ≥ 0,90	0,92	Good Fit
7	Goodnees of Fit Index (GFI)	GFI ≥ 0,90	0,81	Marginal Fit
8	Adjusted Goodness of Fit Index (AGFI)	AGFI ≥ 0,90	0,78	Bad Fit

Source: Results of Data Processing with LISREL 8.80

From table 1, it can be seen that the value of the fit of the model shows that value good is good fit and marginal fit means overall value compatibility shows good fit.

G. Structural Model Match Test (T Test)

After the suitability test for the whole model and a good model is obtained, the next step is the structural model fit test or T Test. The structural model fit test consists of the suitability of the whole model and the analysis of causal relationships [14]. Causal relationships between variables said to be significant can be seen in the causality test. The results of the overall model fit can be seen in figure 10.



Source: Results of Data Processing with LISREL 8.80

Fig. 10. The results of the overall model fit.

H. Research Hypothesis Testing

The estimated value of the causal relationship from the structural model tested and the results of hypothesis testing with the t value of each relationship can be seen in table 2 (information: said to be influential if the t-values values 1.96) are as follows:

V. CONCLUSIONS

A. Conclusions

Based on the data analysis and discussion presented in the previous chapter, several research conclusions can be made as follows:

TABLE II. THE RESULTS OF HYPOTHESIS TESTING WITH THE T VALUE OF EACH RELATIONSHIP

No.	GOF Size	Target Level Compatibility	Result Estimate	Level Compatibility
1	Root Mean Square Error of Appoximation (RMSEA) P (close Fit)	RMSEA ≤ 0,08 P ≥ 0,50	0,069	Good Fit
2	Normed Fit Index(NFI)	NFI ≥ 0,90	0,92	Good Fit
3	Non-Noormed Fit Index (NNFI)	NNFI ≥ 0,90	0,95	Good Fit
4	Comparative Fit Index (CFI)	CFI ≥ 0,90	0,95	Good Fit
5	Incremental Fit Index (IFI)	IFI ≥ 0,90	0,95	Good Fit
6	Relative Fit Index (RFI)	RFI ≥ 0,90	0,92	Good Fit
7	Goodnees of Fit Index (GFI)	GFI ≥ 0,90	0,81	Marginal Fit
8	Adjusted Goodness of Fit Index (AGFI)	AGFI ≥ 0,90	0,78	Bad Fit

- Variable cultural factors have a positive and significant influence on shopping tour decisions. This means that in deciding to go on a shopping tour, Indonesian tourists are influenced by a culture that they understand as in daily life. This means that if elements in culture such as values, norms, habits, etc. are further developed, the decision of Indonesian tourists to travel to Singapore will increase.
- Variable social factors have a positive and significant effect on shopping tour decisions. This means that tourists will feel proud if they are able to travel to Singapore, because if tourists shop in Singapore, they will feel that they are capable (high class) in their social lives. So they will be seen by the environment. This means that if the elements in social factors such as the reference group, family, and their role and social status are further developed, the decision of Indonesian tourists to travel to Singapore will increase.
- Personal factor variables do not have a positive and significant effect on shopping tour decisions. This means that the factors that exist in tourists do not affect the decision of shopping trips to Singapore.
- Variable psychological factors do not have a positive and significant effect on shopping tour decisions. This means that the psychological state that exists in tourists

has no impact on the decision of shopping trips to Singapore.

B. Suggestions

From the results of the analysis of the discussion and conclusions previously explained, suggestions can be made as follows:

- Based on research conducted on cultural factors variables with the results of the data obtained on the questionnaire, respondents felt in agreement with the statement How a person must act everyday described in applicable norms, for that it is expected to the tour manager or related agencies in order to socialize or promote by using various promotional media that visiting Singapore is the right choice for a shopping trip because there are many places that can be visited to meet the shopping needs of tourists. So tourists visiting Singapore are indeed for shopping trips.
- Based on research conducted on social factor variables with the results of the data obtained on the questionnaire, respondents felt in agreement with the statement of my position or position to describe the role in social life, for this reason it is expected that the tour manager or related agencies in order to promote Singapore as a country that worth a visit and prestigious for a shopping tour. Especially to certain groups that prioritize prestige because it will affect their social life. For example, by providing advertisements that people who travel shopping to Singapore are people who can (high class).
- For the Indonesian Government, the advice that can be given is to increase the interest of Indonesian tourists so that more foreign tourists do not travel because this will only make the State's foreign exchange expenditures greater, while their income decreases. For example, by providing the best offers that tourism in Indonesia is no less interesting than tours to foreign countries. Especially in terms of cost because so far tours abroad

are much cheaper compared to tours in Indonesia. Even though Indonesia's tourism potential is very good.

- For further researchers are expected to further develop research and research variables that have not been used related to shopping tour decisions. For example: lifestyle, nation brand, etc.

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