

Study of Factors Affecting Domestic Tourism Purchase in SMEs Food and Beverage Based in Manado City

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Abstract—Manado City is a city located in Northern Sulawesi Province. With a multicultural background, this area is very rich with a variety culinary delights. Seafood products combined with traditionally prepared archipelago spices are the main culinary offerings of the city of Manado. The grilled fish culinary small business in Manado especially the street vendor is one of the culinary tourism spots in the city of Manado and is always crowded with visitors because the fish that are sold are taken directly at the fish auction which is the center of fresh fish. So that the freshness of these fish need not be doubted. Not only fish, various other types of culinary, ranging from mild to heavy there. The purpose of this study is to examine the factors that influence purchasing decisions of domestic tourists in food and beverage-based SMEs in the city of Manado. The research method uses primary data with a sample of 200 domestic tourist respondents who visited food and beverage-based SMEs obtained from questionnaires. Data analysis uses hypothesis testing and multiple linear regression analysis. The results showed that there were factors that influenced the decision to purchase domestic tourists in food and beverage SMEs in the city of Manado.

Keywords: *SMEs, food, buying decision, domestic tourist, product quality, price, location, service quality*

I. INTRODUCTION

In this growing age, many people find it difficult to get a job, and not a few of them are trying to open their businesses or entrepreneurs. One of them is Small and Medium Enterprises or commonly in short with SMEs. SMEs have an important role in the speed of the community's economy. SMEs are also a matter of creating new jobs. Many people call culinary delights, culinary delights, culinary delights and so on. It can be concluded that culinary products are processed products in the form of cooking. The dishes are side dishes, food (snacks), and drinks.

Manado City is a city located in the northern Sulawesi province. Multicultural cultural background, the city of Manado is very rich with a variety of culinary. Seafood products combined with traditionally prepared archipelago spices are the main culinary offerings of the City of Manado.

Manado City's position on the crossroads, both nationally and internationally, has made Manado develop as a multi-cultural city. The character of this multi-cultural city is also reflected in the culinary diversity available in this city. Grilled fish UKM is one of the culinary tourism in the city of Manado. The grilled fish culinary UKM is always crowded because the fish that are sold are taken directly at the fish auction, which is the center of fresh fish, so that the freshness of these fish need not be doubted. Not only fish, various other types of culinary, ranging from mild to heavy there. For a successful culinary business, it is not possible if there is no competition. Every culinary business or any business must have a competitor, and sometimes that competitor makes the business owner unchallenged, unsold or even bankrupt.

The ability to predict tourist behavior both locally, nationally and internationally is important for businesses to create and offer value in the form of innovative products and services that are tailored to the needs, and desires of tourists as consumers. Predictions of tourist behavior includes predictions of tourist purchasing decisions for shopping or consuming products. The purchase decision has many possible predictors. For entrepreneurs engaged in the food and beverage industry, there are various predictors of tourist buying decisions. However, several important predictors of purchasing decisions, especially for tourists examined in this study such as food quality, price, location, and promotion.

The main purpose of this study is to examine the factors that influence purchasing decisions of domestic tourists on food and beverage-based MSMEs in the city of Manado. While the contribution of this research is to provide input to the government, the business world and academics about analyzing the factors that influence domestic tourists purchasing decisions at food and beverage-based MSMEs in the city of Manado.

II. THEORETICAL FRAMEWORK

A. *Tourism*

Tourism is defined as a trip that is carried out repeatedly or repeatedly [1]. Tourism activities are travel activities with the

aim of getting pleasure, looking for satisfaction, wanting to know something, for some reason, exercising or resting, worshipping, pilgrimage and other trips that are not looking for money.

Understanding tourism is generally not the same among experts and tourism experts. In essence, tourism is defined as a trip for entertaining purposes that is carried out at leisure and outside of daily activities to provide permanent or temporary benefits. Viewed in terms of the context of tourism aims to entertain and also educate. It was concluded based on the understanding of tourism that tourism activities have characteristics, which are [2]: (1) There are two interrelated locations namely the area of origin and also the destination. (2) As a destination, tourism facilities and infrastructure are certain. (3) As a destination, it must have objects and tourist attractions. (4) There are impacts caused, especially in the area of destination in terms of socio-cultural, economic and environmental. (5) Implementing the trip to the destination is done in a temporary time.

B. Tourist Buying Decision

Decision making can be considered as an activity of consumers choosing a product or service in making purchasing decisions [3]. Before going on a tour, a visitor first performs a mental process to arrive at a decision, concerning when to travel, how long, where, with how, and so on. This decision making process is very important for tourism development related to various facts that influence the decision to visit a tourist destination. The decision to travel is a "purchase" decision that spends money to get satisfaction. But purchases in the tourism context have some discretion, at least in the following cases [4]:

- The product purchased is an intangible product, in the form of experience. Even though some parts of the product are tangible (such as souvenirs), the preparation is very small for the total purchase value.
- The purchase value is generally large compared to the purchase of other items.
- Purchases are not spontaneous, tourist trips are generally planned well in advance, including financial aspects planning, choice of accommodation, transportation, and so on.
- To enjoy the product purchased, tourists must visit the tourist destination directly, in contrast to other products that can be sent to buyers. Products purchased in tourism cannot be stored to be enjoyed at different times.
- For some tourists, they are not distant minimized and even consider long trips as part of the tourism product purchased.

C. Tourist Interest

The word "interest" means attention, namely the tendency to behave directed towards certain objects of activity or experience [5]. Interest has a relationship with intentionality, namely directionality and direction as an important sign for all

life symptoms. This tendency is different in intensity in each individual.

Interest can be understood to show the power of motives that cause someone to pay attention to certain people, objects, or activities [6]. Interests illustrate the reasons why someone is more attracted to certain objects, people or activities compared to others. Interest can also help someone to decide whether he will carry out activities that he will do. Interest is a psychological statement that can not be directly observed, which can be observed is the dynamics or manifestations in one's actions or behavior. For this reason, there is also the interest of tourists, and there is also the development of an object of attraction from tourism, which is the category of tourist attractions. Special interest tourism is a form of tourist trip where tourists visit a place, because they have special interests or objectives regarding a type of object or activity that can be found or carried out at the location or destination of the tourist destination [7].

III. METHOD

A. Sample and Procedure

This research is a combination research method (mix method), which is a combination of quantitative and qualitative research [8]. This research is an empirical study of the factors needed by traditional MSMEs in understanding tourist buying interest. This research starts from a survey of primary data to 200 respondents who visited food and beverage-based MSMEs in Manado, then interviews with several MSMEs who later will be examined more deeply on the topic of this research.

B. Measurement Procedures

For survey purposes, the location taken is around traditional food and beverage-based MSMEs in Manado City. Sampling using convenience sampling or samples based on convenience, as well as purposive sampling or samples based on certain criteria. The research respondents were 200 respondents.

IV. RESULTS AND DISCUSSION

TABLE I. SUMMARY OF RESEARCH RESPONDENTS DESCRIPTION

Desc.	Info	Total	Percent (%)
Gender	Men	107	53,5
	Women	93	46,5
Age (years old)	17-24	21	10,5
	25-34	95	47,5
	35-44	49	24,5
	45-54	35	17,5
Education	Elementary	-	-
	Junior High School (SMP)	-	-
	Senior High School (SMA)	114	57
	Higher Education	64	32
	Post Graduate	22	11
Pekerjaan	Students/Univ. Students	66	33
	State Employee	112	56
	Private Employee	18	9
	Entrepreneur	4	2
Income per Month	< IDR 5 millions	33	16,5
	IDR 5 mil – IDR 10 mil	99	49,5
	> IDR 10 millions	68	34
TOTAL		200	100

Based on Table 1 the respondents are 107 male respondents or 53.5%, aged between 25 years-34 years as many as 95 respondents or 47.5%, have a high school education of 114 respondents or 57%, work as civil servants (PNS) as many as 112 respondents or 56, and have a monthly income of between 5 million rupiah and 10 million rupiah with 99 respondents or 49.5%.

TABLE II. VALIDITY TEST

Var.	Indic.	Correlation (r)		
		R	Sig.	Info
Food Quality (X ₁)	X1.1	0,899	0.000	Valid
	X1.2	0,979	0.000	Valid
	X1.3	0,969	0.000	Valid
	X1.4	0,964	0.000	Valid
	X1.5	0,955	0.000	Valid
Price (X ₂)	X2.1	0,740	0.000	Valid
	X2.2	0,902	0.000	Valid
	X2.3	0,875	0.000	Valid
	X2.4	0,732	0.000	Valid
	X2.5	0,703	0.000	Valid
Location (X ₃)	X3.1	0,860	0.000	Valid
	X3.2	0,967	0.000	Valid
	X3.3	0,893	0.000	Valid
	X3.4	0,903	0.000	Valid
	X3.5	0,934	0.000	Valid
Promotion (X ₄)	X4.1	0,845	0.000	Valid
	X4.2	0,918	0.000	Valid
	X4.3	892	0.000	Valid
	X4.4	0,853	0.000	Valid
	X4.5	0,858	0.000	Valid
Buying Decision (Y)	Y1.1	0,952	0.000	Valid
	Y1.2	0,956	0.000	Valid
	Y1.3	0,968	0.000	Valid
	Y1.4	0,924	0.000	Valid
	Y1.5	0,948	0.000	Valid

Source: Processed Data, 2019

Based on test shown that all of the variables are valid with a high significant level (at the 0.01 level). It is valid with correlation coefficient more than 0.30. So, after using validity test, we conclude that all of variables are valid. Reliability test has shown in the Table 2 below:

TABLE III. RELIABILITY TEST

Variables	Coefficient	
	Alpha Cronbach	Explanation
Food Quality (X ₁)	0,975	Very Reliable
Price (X ₂)	0,843	Very Reliable
Location (X ₃)	0,948	Very Reliable
Promotion (X ₄)	0,920	Very Reliable

Source: Processed Data, 2019

Based reliability test, all variables in this study measure a reliable value. This is in shown in Cronbach Alpha value is generated each variable is above the critical value. The value must above 0.60 that indicates reliable test for research instrument.

Linear regression is a test to see how the independent variables influence the dependent variable. In this paper, we use multiple linear regression because we have some independent variables which we want to know the relation to

the dependent variable. Author also used SPSS software programme to analyze it and below is the result.

TABLE IV. MULTIPLE LINEAR REGRESSION ANALYSIS

	Regression Coef. (b)	Std Er	t (count)	Sig.	Desc
Constanta	12,822	2,517	5,095	0	
Food Quality (X ₁)	0,393	0,071	5,55	0	Sig
Price (X ₂)	0,362	0,064	5,624	0	Sig
Location (X ₃)	-0,068	0,058	-1,177	0,241	No Sig
Promotion (X ₄)	-0,278	0,077	-3,618	0	Sig
Y = 12,822 + 0,393 X ₁ + 0,362 X ₂ - 0,068 X ₃ - 0,278 X ₄ + e					
R	=	0,547			
R Square	=	0,299			
F count	=	20,806			
t table	=	2,008			
Sig. F	=	0,000			
n	=	200			
α	=	0.05 (5%)			

Source: Processed Data, 2019

Using the help of the SPSS program, the Fcount results can be seen in Table 4. The Fcount results = 20,806 and Ftable = 2,400. So it was found that Fcount > F table with a significance level of sig F = 0.0000 < 0.05, this shows that H₀ is rejected and H_a was accepted. Thus the F test results state that H₀ is rejected and H_a is accepted, meaning Food Quality (X₁), Price (X₂), Location (X₃), Promotion (X₄) simultaneously have a significant effect on Purchasing Decisions.

From the results of the t-test in table 4 it can be seen that the variable Food Quality (X₁) t = 5.550 > ttable = 2.008 and a significant level of 0,000 < 0.05, it can be concluded that H_a is accepted and H₀ is rejected or Food Quality (X₁) has a significant effect on Buying decision.

From the results of the t-test in table 4 it can be seen that the Price variable (X₂) tcount = 5.624 > t table = 2.008 and a significant level of 0.000 < 0.05, it can be concluded that H_a is accepted and H₀ is rejected or Price (X₂) has a significant effect on Purchasing Decisions.

From the results of the t-test in table 4 it can be seen that the Location variable (X₃) tcount = -1,177 < ttable = 2.008 and a significant level of 0.241 > 0.05, it can be concluded that H_a is rejected and H₀ is accepted or Location (X₃) has no effect on the Purchasing Decision.

From the t test results in table 4 it can be seen that the Promotion variable (X₄) tcount = -3,618 < ttable = 2,008 and a significant level of 0,000 < 0.05, it can be concluded that H_a is accepted and H₀ is rejected or Promotion (X₄) influences the Purchasing Decision. The effect of promotion on purchasing decisions is a negative relationship.

Based on the calculation using the SPSS program as shown in Table 5, it can be seen that the value (R) produced is 0.547, which means it has a strong relationship. The value of R square is 0.299 or 29.9%. It means that the influence of all independent variables are Food Quality (X₁), Price (X₂), Location (X₃), Promotion (X₄) to the independent variable Purchase Decision is 29.9% and the rest is equal to 0.701 or 70.1% influenced by other variables outside this study.

This study is in accordance with research Ahmad et al. [9] related to tourist purchasing decisions. This tourist purchasing decision is important to be predicted and identified in understanding tourist behavior in visiting and buying in a small business both craft, food and so on. The importance of predicting domestic or international tourists or tourists' buying decisions, so that small business can use this information to attract and increase the level of tourists who buy at their business sites. Also, this information can create a competitive advantage as a tourist attraction area in Indonesia, where Manado is currently one of the main destinations and one of the favorite destinations of tourists both domestic and foreign.

V. CONCLUSION

The results of research and discussion show that: (1) There is an influence of food quality, price, location and promotion variables on the decision of purchasing domestic tourists at food and beverage-based MSMEs in Manado City. (2) There is an effect of food quality variables on the purchasing decisions of domestic tourists on food and beverage-based MSMEs in the city of Manado. (3) There is an effect of price variables on the decision of purchasing domestic tourists on food and beverage-based MSMEs in the city of Manado. (4) There is the influence of location variables on the decision of the purchase of domestic tourists on food and beverage-based MSMEs in the city of Manado. (5) There is an influence of promotion variables on the decision of the purchase of domestic tourists on food and beverage-based MSMEs in Manado City.

Suggestions from this research are as follows: (1) Information on the results of this study can be utilized by related parties such as government, academics, business people and the community in the development of tourism in Indonesia, especially in North Sulawesi and in the City of Manado. (2)

Researchers in the field of tourism marketing management can replicate the results of this study or make it as comparative information related to research on tourist purchasing decisions.

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