

Factors Affecting the Decision of Buying at the Culinary Tourism Center

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Abstract. The proliferation of culinary tourism in various regions has caused intense competition. It is important for culinary tourism actors to know the factors that influence someone to purchase their products. The research objective is to analyze the effect of product, price, and word of mouth partially or simultaneously on purchasing decisions at the Culinary Tourism Center. The independent variables include: product, price, and word of mouth. Purchase decision as the dependent variable. Sample of 60 buyers by purposive sampling. Data analysis using Multiple Linear Regression. The regression coefficient of the three independent variables has a significance of less than 0.05, meaning that it partially influences the buying decision. The significance of the F test = 0.000, meaning that it simultaneously influences the buying decision. The research implication makes culinary business players survive.

Keywords : Product, price, word of mouth, buying decision, culinary tourism.

1. INTRODUCTION

Culinary tourism is a journey which includes the activity of consuming local food from an area, a trip with the main objective of enjoying food and drinks and / or visiting a culinary activity (www.digilib.petra.ac.id). Food is recognized as an important component of tourism [1]; [2]; [3]. Almost all corners of Indonesia have culinary tours. Likewise in Surabaya. So that the competition is very tight between them. Competition does not only occur in companies, but also between places or tourism destinations [4]. Therefore, it is very important for culinary tourism actors to find out what factors influence a person's decision to make a purchase at a culinary tourism center.

Several factors that can influence purchasing decisions can be controlled by the seller, but some cannot be controlled [5]. Purchasing decisions are influenced by a psychological [6]. In this study, used product, price and

word of mouth factors as determining factors for someone to make purchases at the Culinary Tourism Center in Surabaya-Indonesia.

The purpose of this study is: to analyze the influence of product factors, price and word of mouth either partially or simultaneously on buying decisions.

Research from Fakhurrazi [7] The Effect of Marketing Mix on Consumer Interest in Shopping in the Independent Culinary Tourism Area on the banks of the Banjarmasin River. The conclusion is that product, promotion, price, and location affects consumer interest in shopping at the Banjarmasin Riverbank Independent Culinary Tourism Area. Fure's research entitled Location, Product Diversity, Price and Service Quality Influence Purchase Intention in the Bersehati Calaca Traditional Market, concluded that Location, Product Diversity, Price and Service Quality influence Purchase Intention. Indrawati's research [8] concluded that tourism prices have an effect on the desire of tourists to visit Bali as a

tourist destination. Tourists want to convey positive things about tourism products and recommend to others to make tourist visits to Bali. In other research, Indrawati [9] concluded that price and product diversity influence the decision to buy products at the Surabaya Wholesale Center.

Decision making as an important process that affects consumer behavior must be understood by marketers. Tjiptono [10] states that the buying process starts long before someone buys a product and subscribes long afterward.

Product relationship with buying decisions. Culinary tourism products must be adjusted to the conditions of the consumers, both their motivation, purchasing power, and characteristics. Different consumers have different needs, so companies must create products that suit the needs, wants and expectations of consumers. Consumers will

decide to buy culinary in a place which is also influenced by the characteristics of the food, the diversity of types of food available in that place.

Price relationship with buying decisions. Price as the amount of money charged for a product or service [11]. Price is an important factor influencing buyer choice. Marketers must consider consumers' perceptions of prices and how these perceptions influence buying decisions. Therefore pricing decisions must be buyer oriented.

The relationship between word of mouth and buying decisions. Word of Mouth Communication (WoM) is a communication process in the form of providing recommendations, for a product or service that aims to provide personal information [6].

The relationship between variables in this study is described as follows:

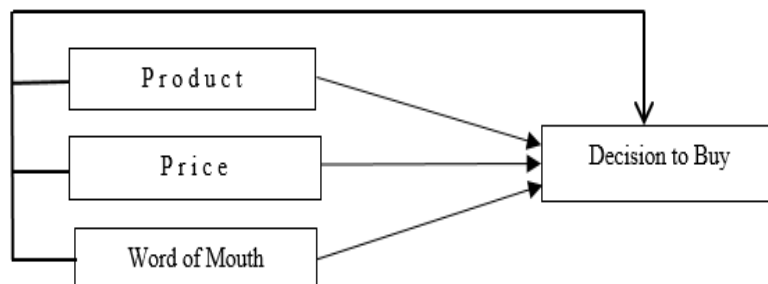


Fig. 1. Research conceptual framework

The research hypotheses are: (1) Product, price and word of mouth partially influence the decision to buy food at the Culinary Tourism Center in Surabaya-Indonesia and (2) Product, price and word of mouth simultaneously influence the decision to buy food at the Culinary Tourism Center in Surabaya-Indonesia.

2. METHOD

This research is a survey research with a questionnaire as a data collection tool. This type of research is causal research which aims to explain the effect of products, prices and word of mouth on the decision to buy food at the Culinary Tourism Center, through hypothesis testing [12].

The population in this study were all food buyers at the Culinary Tourism Center in Surabaya-Indonesia. This research was conducted from June to July 2020. The sample was determined purposively, namely the determination of the sample based on certain considerations from the researcher, namely buyers who met the following criteria: (1) aged over 18 years; (2) buying with their own money; and (3) have purchased similar products at other culinary centers. By accidental, buyers who meet the predetermined criteria, which by

chance the researcher met, were the research respondents. In multivariate research (including multiple regression analysis) the sample size should be 10 times greater than the number of variables in the study [13]. So that the research respondents are $10 \times 3 = 30$ respondents. However, this study used sixty respondents who were determined by quota sampling. The main tool for data collection is that the questionnaire is distributed to respondents. Interviews, documentation, observations, literature studies are also conducted to find data that has something to do with the problem under study.

The independent variable consists of product, price and word of mouth. The decision to purchase food products at the Culinary Tourism Center in Surabaya-Indonesia as the dependent variable.

The product is the perception of food buyers at the Culinary Tourism Center in Surabaya-Indonesia regarding the types of food and beverages available, namely food diversity (X11), beverage diversity (X12), product price diversity (X13).

Price is the perception of food product buyers at the Culinary Tourism Center in Surabaya-Indonesia regarding the amount of value that consumers exchange for the benefits of owning or consuming food / beverage products. Price indicators in this study include: affordable

prices (X21), uniformity of prices for similar products (X22), prices that are quite competitive with other Culinary Tourism Centers (X23).

Word of Mouth Communication (WoM) is a communication process in the form of providing recommendations both individually and in groups of food products at the Culinary Tourism Center in Surabaya-Indonesia. Indicators include: obtaining positive information about food at the Culinary Tourism Center (X31), obtaining recommendations from other people about products at the Culinary Tourism Center (X32), obtaining invitations from friends or relatives to make transactions for products at the Culinary Tourism Center in Surabaya-Indonesia (X33).

The decision to purchase food products at the Culinary Tourism Center in Surabaya-Indonesia is a person's behavior in deciding a purchase, which is based on: the desire to try culinary tours at the Culinary Tourism Center in Surabaya-Indonesia (Y11) and the desire to compare it with other Culinary Tourism Center (Y12).

To test and prove the hypothesis using Multiple Linear Regression Analysis. To determine the simultaneous effect of product, price and word of mouth on the decision to buy food at the Culinary Tourism Center in Surabaya-Indonesia using the F test and to determine the effect partially using the t test.

3. RESULT AND DISCUSSION

To determine the validity of the questionnaire, Pearson's Corrected Item-total Correlation was used. The testing criterion is if the correlation of each factor is 0.30 and above, then the factor is a strong construct, if it is below 0.30 then the instrument item is invalid, so it must be corrected or discarded [9]. Validity test, all items of each variable have r (correlation coefficient) above 0.3, so that all items of each variable are valid and can be used for further research data collection and analysis.

The reliability test gets the Cronbach Alpha coefficient value for all variables above 0.6, so that the measurement of the three variables is reliable. So that the items of the three variables can be used for further research data retrieval.

Based on the results of regression analysis, the regression coefficients of product, price and word of mouth variables have a probability value (sig) smaller than 0.05, meaning that partially the product, price and word of mouth affect the decision to make purchases at the Culinary Tourism Center in Surabaya-Indonesia.

Table 1. Regression Calculation Results.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.121	1.789		1.989	.053
Product	.801	.276	.276	3.897	.001
Price	.761	.213	.713	3.678	.012
WoM	.739	.211	.699	3.571	.010

From this table, multiple linear regression equations can be drawn up as follows:

$$Y = 1.121 + 0.801 X_1 + 0.761 X_2 + 0.739X_3 \tag{1}$$

The products offered at the Culinary Tourism Center in Surabaya-Indonesia are quite diverse, both in product prices and in types of products. There is a relationship with quality products [14]. Consumers are specifically different and their needs are also different, therefore Culinary Tourism Center must create a product in accordance with the needs, wants and expectations of consumers. Consumers will decide to buy culinary in a place which is also influenced by the characteristics of the food, the diversity of types of food available in that place. The results of this study support research conducted by Fakhurrazi [7], Ulus [15], Indrawati [9]. Products on culinary tourism become an attraction for visiting an area [16]. However, culinary tourism products are not standard products. The experience of enjoying and seeing

the front of the shop can be a factor to visit these culinary tours [16].

The price offered at the Culinary Tourism Center in Surabaya-Indonesia is quite competitive with Culinary Tourism Center in other places. Price is an important element in the marketing mix. The price policy is a very important determinant and must be decided in relation to the target market, product and type of service as well as its competition [11]. Consumers will decide whether the price of a product is right. The results of this study support research conducted by Fakhurrazi [7], Ulus [15]) and Indrawati [9].

The results showed the Word of Mouth that occurred at the Culinary Tourism Center in Surabaya-Indonesia was good. Word of Mouth Communication (WoM) is a communication process in the form of providing

recommendations both individually and in groups of a product or service that aims to provide personal information [6]. Therefore, word of mouth is a communication channel that is often used by companies that produce products, both goods and services. The results of this study support the research conducted by Indrawati [9]. Culinary tourism can create positive relationships with consumers, generate word of mouth

advertising, and can increasing margins through direct selling to consumers [16].

R^2 or the coefficient of determination of 0.752 or 75.2%. It means that 75.2% of the variation in purchasing decisions at the Culinary Tourism Center in Surabaya-Indonesia can be explained by variations in product, price and word of mouth, the remaining 24.8% is explained by other factors outside the model

Table 2. Koeficient of Determination.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.867 ^a	.752	.698	2.011	1.762

a. Predictors: (Constant), Product, Price, WoM

b. Dependent Variables: Decision to Buy

Probabilitas value (sig) in this study = 0.000 <0.05, so that the product, price and Word of Mouth

simultaneously influence the decision to make a purchase at the Culinary Tourism Center in Surabaya-Indonesia.

Table 3. Test Results – F

Model	Sum of Squares	Df	Mean Square	F	Sig
1 Regression	411.979	3	217.433	24.329	.000 ^a
Residual	253.837	57	9.793		
Total	665.816	60			

a. Predictors: (Constant), Product, Price, WoM

b. Dependent Variables: Decision tu Buy

4. CONCLUSION

Based on the results of data analysis and discussion of research results, it can be concluded that product, price and Word of Mouth, either partially or simultaneously influence the decision to make a purchase at the Culinary Tourism Center in Surabaya-Indonesia.

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