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## THE EFFECT OF CUSTOMERS VALUE ON TOURIST PURCHASE SATISFACTION (CASE STUDY ON WEST JAVA MSMES)

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**Henny Utarsih, YuyusSuryana, Sucherly, Diana Sari. The Effect of Customers Value on Tourist Purchase Satisfaction--Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(10), 1394-1403. ISSN 1567-214x**

**Keywords:customer value, tourist, purchase, satisfaction, decision.**

### ABSTRACT

The study purposed in perceiving and analyzing the Tourist Customers Value on the purchasing decision of small-medium enterprises tourism in West Java. The research method applied in this research were descriptive and verification. The data were obtained from 100 participants. The sampling method used in this research was non-probability sampling technique; and the method of data obtaining was using purposive sampling method. Data analysis was performed with SmartPLS version 3.0 software. In this research, the outer and inner model data measurement techniques were applied and also generated the hypothesis testing. Based on the results of the study, it could be inferred that the Customer Value had a significant influence on Purchasing Decisions; it led to a concept where the better the MSME's customers value in the tourism aspect, the higher the purchasing decision.

Keywords: customer value, tourist, purchase, satisfaction, decision.

### INTRODUCTION

Indonesia's tourism sector is the country's foreign exchange income. Based on data in 2017, tourist visits to Indonesia reached more than 14 million people or an increase of around 21.88 percent compared to the previous year. (<https://finance.detik.com/berita-ekonomi-bisnis/d-3687715/tiga-tahun-jokowi-jk-p-Pariwisata-sumbang-devisa-terbesar-kedua>). The diversity of tourist attractions in districts / cities in West Java provides a more varied alternative choice of travel

for tourists. West Java has various tourism potentials including  $\pm 350$  tourist objects. Tourism objects and cultural arts of West Java, which are rich in diversity, are reflected in the acronym "gurilaps" (gu = mountain, ri = jungle, la = sea, p = beach, s = river), even these gurilaps are used as the name of the application to facilitate the community on traveling in West Java (<https://www.gurilaps.com/about>). Following is the growth of tourist arrivals in West Java regarding the growth of tourists visiting West Java:

Table 1. Number of International and Domestic Tourists in West Java Province 2012 – 2016

Year		Traveler		Amount	Growth
		Abroad	Domestic		
1	2012	1.905.378	42.758.063	44.663.441	-
2	2013	1.794.401	45.536.179	47.330.580	5,97%
3	2014	1.962.639	47.992.088	49.954.727	5,54%
4	2015	2.027.629	56.334.706	58.362.335	16,83%
5	2016	4.428.094	58.728.666	63.156.760	8,21%

Source: Central Statistics Agency of West Java Province

Based on table 1, it can be seen that the percentage growth in the number of tourists visiting West Java from year to year tends to increase, except in 2014. The largest increase occurred in 2015, which was 16.83 percent, which was originally the number of tourist visits in 2014. 2014 was only 49,954,727, increasing to 58,362,335 in 2015.

Tourism is one of the development sectors that can also boost the potential of other sectors, one of which is the development of micro, small and medium enterprises (MSMEs). Between UMKM and Tourism have a close relationship, UMKM players will grow rapidly with advances in the tourism sector. UMKM players can supply needs related to tourism, such as tourism services, culinary, home stay to souvenirs or souvenirs.

Based on data from the West Java Province Industry and Trade Service, the following is the development of MSMEs in West Java for the period 2014 - 2018:

Table2. Development of the Number of Micro, Small, Medium Enterprises (MSMEs) in West Java 2014-2018

Year	Micro Enterprises	Small Medium Enterprises	Medium Enterprises	Number of MSME
2014	8,410,246	106,752	7,496	8,524,494
2015	8,616,254	106,592	7,408	8,730,254
2016	8,626,671	116,062	8,181	8,750,914

<b>2017</b>	9,042,519	115,749	8,235	9,166,503
<b>2018</b>	9,218,276	116,036	8,417	9,342,729

Source: West Java Cooperative and UMKM Office

Based on the table 2, it can be seen that the development of the number of MSMEs in West Java from year to year has always increased. The biggest increase occurred in 2018, which were 9,342,729.

## LITERATURE REVIEW

Customer Value Customer value is a concept developed to evaluate a product that has been consumed by customers who comes from the word PERVAL (perceived value). Building direct customer value is creating superior customer value and satisfaction. Satisfied customers will become loyal customers and provide a bigger business market to the market. Customer value is a customer evaluation of the difference between profits and costs. According to Sweeney and Soutar (in Gery 2010: 8) Customer Value consists of four main aspects, namely: 1. Emotional Value Utilities that come from feelings or affective / positive emotions arising from consuming products. 2. Social Value The utility obtained from the product's ability to improve the customer's social self-process. 3. Quality / performance Value Utilities obtained from perceptions of the expected quality and performance of the product. 4. Price / Value of Money Utilities obtained from the product due to the reduction of short-term costs and long-term costs.

Purchasing decisions are defined according to Kotler and Keller (2016: 178), namely "in the evaluation stage, the consumer ranks brands and forms purchase intentions. Generally, the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision". Meanwhile, according to Kotler and Armstrong (2018: 102) "in the evaluation stage, the consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand". Consumer purchasing decisions to purchase a product or service include 6 dimensions, according to Kotler and Keller (2016: 183), explaining the following: 1. Product Selection Consumers can make decisions to buy a product or use the money for other purposes. In this case, the company should focus on the people who are interested in buying a product and the alternatives they are considering. 2. Brand Selection The buyer must make a decision about which brand to buy. Each brand has its own differences. In this case, companies must know how consumers choose a brand. 3. Selection of Reseller Place Buyers must make a decision on which dealer to visit. Every buyer has different considerations in terms of determining a supplier, which can be due to factors of close location, low prices, complete inventory and others. 4. Purchase Time Consumer decisions in choosing the time of purchase can be different, for example: there are people who buy every day, once a week, and every two weeks, three weeks or once a month. 5. Number of purchases Consumers can make decisions about how many products to buy at a time. There may be more than one purchase made. In this case, the

company must prepare the number of products according to the different wishes of the buyers. 6. Payment Methods Buyers can make decisions about the payment methods that will be made in making consumer decisions to use goods and services, in this case the purchase decision is also influenced by the technology used in the purchase transaction.

## RESEARCH METHODOLOGY

From this study the authors collected data in the form of information related to the problem under study. The research method used is descriptive and verification methods. Descriptive method is a research method that provides an overview of the results of observations about a particular situation to draw a conclusion based on data and facts. Descriptive method is used to answer the formulation of the problem, namely how the respondent responds to Customer Value and MSME purchasing decisions, guided by the Likert scale where each answer will be given a score with the following criteria: 1 = Very Not Good, 2 = Not Good, 3 = Enough, 4 = Good, 5 = Very Good. Verification method is a research method used in an effort to test the reliability of the hypothesis, namely how much influence Customer Value has on purchasing decisions. The verification analysis in this study used statistical test tools, namely the SEM (Structural Equation Modeling) analysis technique using the SmartPLS 3.0 software Ghazali, I. (2014). If the population is large and unknown, the researcher can use the Cochran formula (2010) to draw a sample using the proportion approach as follows:

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

$n_0$  = Sample size

$Z_2$  = Abscissa normal curve intersecting the side area (tails), or 1- confidence level

$e$  = the level of confidence desired

$p$  = Proportion population (if unknown is assumed = 50%)

$q = 1 - p$

$$n_0 = \frac{Z^2 pq}{e^2}$$

$$= \frac{(1,96)^2 (0.5)(0.5)}{(0.1)^2}$$

$n_0 = 96, 04$  is rounded to 96, after using this formula, the sample result is 96 which is rounded up to 100 respondents.

The sample which is taken in this research is nonprobability sampling technique. The method of taking is done by using purposive sampling method. The sampling has the following characteristics:

1. Tourists who have made purchases at UMKM West Java
2. Aged 15 years and over

## RESULTS AND DISCUSSION

### 1. Characteristics of Respondents by Gender

The characteristics below explain the gender of tourist visitors who make purchases at MSMEs:

Table 3. Respondents Based on Gender

Gender	Frequency	Percentage (%)
Male	58	58%
Female	42	42%
Total	100	100

Based on Table 3, it shows that the distribution of the questionnaire from this study was dominated by male customers, 58%, the author conducted an interview because this reason could be present because men were formed as the head of the family (leader) and invited family members to vacation or recreation.

### 2. Characteristics of Respondents by Age

The characteristics below describe the age of tourist visitors who make purchases at MSMEs:

Table 4. Respondents by Age

Age	Frequency	Percentage (%)
17-29 old	29	29%
30-40 old	55	55%
41-50 old	17	17%
Total	100	100

Source: Primary data that has been processed in 2020

Based on Table 4, it shows that the distribution of the questionnaire from this study with the number of respondents' answers between the ages of 30-40 years is 55%. The results of the interview of respondents said that at that age each individual (woman or man) has a strong stance to choose products according to their choice so that their income or salary is set aside for the vacation agenda.

### 3. Characteristics of Respondents Based on Job Status

The characteristics below are through a questionnaire based on the characteristics of the respondents regarding the work status of tourists who make purchases at MSMEs:

Table 5. Respondents Based on Employment Status

Profession	Frequency	Percentage (%)
Civil servants	25	25%
Private employees	29	29%
entrepreneur	37	37%

Housewife	7	7%
Student	2	2%
etc.	0	0
Total	100	100

Source: Primary data that has been processed in 2020

Based on Table 5, it shows that the distribution of the questionnaire from this study, the number of tourist visitors is 37% of respondents who work as entrepreneurs, based on interviews with respondents, this is because tourist visitors who are self-employed are more flexible, not tied to working days.

#### 4. Consumer Characteristics Based on Average Monthly Income

The following characteristics are through a questionnaire based on the characteristics of the respondents regarding the average monthly income from tours that make purchases at MSMEs:

Table 6. Respondents Based on Average Monthly Income

Average Monthly Income	Frequency	Percentage (%)
Rp. < 1.000.000	2	2%
Rp. 1.100.000 - Rp. 2.500.000	16	16%
Rp. 2.500.000 - Rp. 5.000.000	38	38%
Rp. >5.000.000	44	44%
Total	100	100

Source: Primary data that has been processed in 2022

Based on Table 4.5 shows that the distribution of the questionnaires from this study who earn >Rp. 5,000,000 per month as much as 44%, based on interviews conducted by the author, the amount of a person's income, because a person's income is also closely related to the work he does, namely as an entrepreneur including hard work (expertise), the connections he has.

#### *Descriptive Method*

##### Respondents' Responses Regarding Customer Value

This section describes the responses of respondents to each variable indicator used in the study based on the statements in the questionnaire. Measured using 4 dimensions, namely: Utilities Emotional Value, Social Value, Utility Quality / Performance Value, Utility Price / Value Money. The following will describe the responses of respondents in the form of a frequency distribution table.

Table 7. Recapitulation of Respondents' Response Scores on Customer Value

No	Customer Value	Total Score	Average Score	Ideal Score	Criteria
.					

1.	Emotional Value Utilities	1154	3,85	1500	In accordance
2.	Social Value	769	3,85	1000	In accordance
3.	Quality/performance Value Utilities	1141	3,80	2000	In accordance
4.	Price/Value of Money Utilities	769	3,85	1000	In accordance
Amount		3833	3,84	5500	In accordance

Source: Primary data that has been processed in 2020

Based on table 7, it shows that the total score of the Customer Value variable data collection obtained a score of 3833 with an average percentage of 3.84 as a whole the dimensions are classified as Good. of the maximum achievable criteria. These results indicate that the customer value of tourists has a good value for tourism MSMEs.

#### Respondents' Responses Regarding Purchasing Decisions

This section describes the responses of respondents to each variable indicator used in the study based on the statements in the questionnaire. Measured using 6 dimensions, namely: Product choice, Brand choice, Brand choice, Dealer choice, Purchase Amount, Purchase timing), the payment method. The following will describe the responses of respondents in the form of a frequency distribution table.

Table 8. Recapitulation of Respondents' Response Scores towards Purchasing Decisions

No.	Buying decision	Total Score	Average Score	Ideal Score	Criteria
1.	Product choice	341	3,41	500	In accordance
2.	Brand choice	344	3,44	500	In accordance
3.	Dealer choice	316	3,16	500	In accordance
4.	Purchase Amount	371	3,71	500	In accordance
5	Purchase timing	375	3,75	500	In accordance
6	Payment method	312	3,12	500	In accordance
Amount		2059	3,43	3000	In accordance

Source: Primary data that has been processed in 2020

Based on table 8, it shows that the total score of the data collection results for the Purchasing Decision variable obtained a score of 2059 with an average percentage of 3.43. Overall dimensions are classified as Good. of the maximum achievable criteria. These results indicate that the tourism UMKM is in accordance with what the tourists want in the decision to purchase SME products / services.

#### Verification Method

##### The Influence of Customer Value on Purchasing Decisions

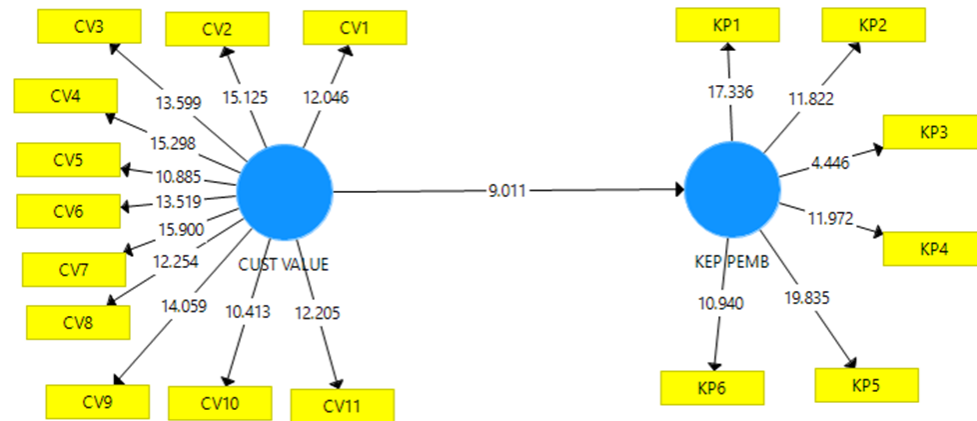


Figure 1. PLS Bootstrapping Results Display Results

Table 9. PLS Criteria Assessment Results

Criteria	Standard	Research Results
		Bootstrapping Results
The effect is significant if, T-statistic > T table. At 5% alpha, the T-table value is 1.66		Customer Value to Purchase Decision = 9.01
Estimated path coefficient of f2 for the effect size	0,35 = strong 0,15 = Medium 0,02 = week	Path coefficient value: X (Customer Value) -> Y (Purchase Satisfaction) = 0, 55 (Strong)
R <sup>2</sup> Estimation Indicates Model Determination "	0,67 = strong 0,33 = Moderate 0,19 = week	<b>R<sup>2</sup></b> X (Customer Value) -> Y (Purchase Satisfaction) = 0.30 (Moderate)

#### The Influence of Customer Value on Purchasing Decisions

Based on table 9 of the processing results above, based on the results of the t statistical test, the value of 9.01 is greater than the t table, which is 1.66. This means that these results indicate that there is an influence between Customer Value on Purchasing Decisions. The amount of the path coefficient for the variable between X and Y can be made through the following structural equation:

$$Z = PX + PY \varepsilon$$

Information:

Px = path coefficient for direct effect of x on y

$P_{y\xi}$  = path coefficient for direct effect  $\xi$  on  $y$   
 $P_{y\xi}$  will be calculated using the following formula:

$$P_{yx} = \sqrt{(1 - R^2_{y(x1, x2)})}$$

The influence of the variable  $x$  on  $y$

$$Z = P_y + P_{y\xi}$$

$$Z = 9.01 P_y + 0.55 P_{z\xi}$$

The resulting relationship at Customer Value to Purchasing Decisions the resulting path coefficient is as follows:

$$Z = 9.01 P_y + 0.55 P_{z\xi}$$

By interpretation:

Each 9.01 times increase in Customer Value will increase the Purchase Decision by 0.55 times.

### R Square

Matrix	R Square	R Square Adjusted
KEP PEMB_	0.305	0.298

### PLS R Square Results Display Results

The results of the data processing above show that  $R^2$  is 0.305. Greater the  $R^2$ , the tighter the relationship between the independent variables and the dependent variable, which is 30.5%. The rest are outside the range of the variables studied.

### CONCLUSION

The results showed that customer value had a significant effect on the decision to use. Of the four sub-variables consisting of emotional value, social value, quality / performance value, and price / value of money, there is 1 sub variable that has the smallest average value compared to other subs. This does not mean that the quality / performance value of utilities is not appropriate, but the products and services offered must have more value in the eyes of tourists. In this case, the entire MSME customer value program already has a good value and a positive perception of visiting tourists.

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