

Tourists' Behavior and Purchase Intention towards Local Processed Food Products in Anyer-Banten Tourism Area

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Abstract. The tourism sector is present as one of the influential industries in terms of improving the economic sector, especially MSMEs engaged in local food processing sector. This study aims to analyze the effect of behavior on the tourists' purchase intention towards local processed food products in Anyer Beach tourism area, Banten Province. This was an exploratory study to explore the factors that influenced the tourists' purchase intention towards local processed food products in Anyer Beach tourism area. The sampling was conducted by accidental sampling technique with a total sample of 150 respondents taken in the three points of Anyer tourism area, namely the Marbella hotel area, Anyer Zero Point and the Anyer Mambruk Hotel area. Data processing was performed by descriptive analysis and multiple linear regression analysis to observe the effect of attitude, subjective norms and perceived behavioral control variables on tourists' purchase intention towards local processed food products in Anyer tourism area. The results of the study analysis showed that the attitude variable had an effect on tourists' purchase intention towards local processed food products because some Banten local products offered are products accustomed to being available in the market. Furthermore, subjective norms and perceived behavioral control variables had a significant effect on tourists' purchase intention towards local processed food products in Anyer Beach tourism area.

Keywords: Tourists' Purchase Intention · Local Food Products · Anyer Beach

1 Introduction

Banten is one of the provinces that has a rapid development in the field of industry and tourism regarding maritime tourism, nature tourism, cultural tourism and religious tourism. This is supported by the existence of Banten as a very crowded port since long time ago. Banten is also a province that has many advantages, including its strategic location, as the gate of Indonesia's investment, rich in natural resources, beautiful scenery, supporting human resources and a religious city. The fact that Banten is rich in natural resources has made the local government develop tourism areas in several locations, namely Tanjung Lesung Tourism Area, Ujung Kulon Tourism Area and Anyer Tourism Area.

Anyer is well known to foreign countries because it has natural wealth and biodiversity in various forms of nature, tourism, history, customs and culture (Banten Regional Government, 2013). Besides visiting the Banten area to enjoy the natural and

cultural potential of Banten, the tourists both nusantara tourists and foreign tourists are also looking for souvenirs typical of the Banten region. Anyer is one of the Banten tourist sites that can be used as a place to introduce and promote the typical Banten local food products. Local food is traditional food produced from an area consisting of various kinds of processed foods, both staple foods and supplementary foods. Local food can be used as a characteristic of an area. The availability of local food products that are used as souvenirs by tourists also needs to be considered for their existence. Local food products found in Anyer-Labuan tourist locations include Milkfish Satay, Emping, Ceplis, Gipang Cake and Satu Cake, Jorong Cake, Pasung Cake etc.

From the data on visits to several souvenir centers in Anyer-Labuan tourist area, 75% of food products sold were food products originating from outside the Banten Province, whereas only 25% were food products originating from local Banten Province. With more dominated food products originating from outside the Province of Banten, there was intense competition for local food products so that local food product producers experienced sales that were not too high compared to food products originating from outside the Banten Province such as Bogor, Bandung and Lampung. This was due to the factors that influenced consumers in making decisions about purchasing local food products from Banten Province.

To find out the cause of purchase intention, we need to understand the behavior of tourists in choosing souvenirs they will buy. An understanding of this traveling behavior can be started by understanding the intention of the travel. This intention will initiate behavior. There are three factors that influence one's intention, namely attitudes, subjective norms and PBC (Planned Behavioral Control) (Ajzen, 1991). Through this study, these three factors will be explored within the context of tourism.

A good image will certainly attract the interest of tourists to come to visit. On the contrary bad image will make tourism destinations worse off (Raj, 2012). Huda (2012) reveals that image is a concept formed by consumer considerations and interpretation as a consequence of two interrelated components: perceptive/cognitive evaluation concerning individual knowledge and beliefs about objects (an evaluation of the perceived attributes of objects) and affective judgments are related to how individuals feel about the objects.

The difference of this study with previous studies is that this study examines the effect attitude, contextual, self-efficacy, subjective norms and socio-demographic variables more comprehensively on tourists' purchase intention towards local processed food products in Anyer Beach tourist area of Banten Province. The objects of this study were tourists who visited Anyer beach tourist area from outside Banten who bought local processed food products as souvenirs or for their own consumption.

2 Literature Review and Hypothesis Development

2.1 Consumer Behavior

According to Ibrahim & Mohamood (2013), consumer behavior is the study of units and decision-making processes involved in the acceptance, use and purchase, and determination of goods, services, and ideas. Furthermore Kotler (2005) explains consumer behavior as a study of purchasing units that can be individuals, groups or

organizations. Each of these units will form a market so that an individual market or consumer market, a group purchasing unit, and a business market formed by the organization emerge. Meanwhile, according to Engel et al (2006), consumer behavior is an action that is directly involved in the acquisition, consumption, and end of product/service, including the process that precedes and follows this action. Ariely and Zauberman (2006) define consumer behavior as actions taken by individuals, groups, or organizations related to the decision making process to obtain, use economic goods or services that can be influenced by the environment.

A study conducted by Raj (2012) explains that the theory of planned behavior focuses the study on individuals with the aim of social marketing practices and it is one of the most frequently used theories in social marketing theory. The study conducted by Ibrahim and Mohamood (2013) explains the concept of behavior and attitudes in terms of tourism in predicting city images. A study conducted by Moon (2012) showed that customers who had positive behavior towards the product would have a positive effect on purchase intention.

2.2 Purchase Intention

Dimension of purchase intention includes Attention, Interest, Desire, and Action models. Following is the explanation of the AIDA model. Attention is the Stage where we must be able to make consumers aware of the existence of our products by using good promotions using print advertisements, radio, TV, or other personal networks. Interest is the second stage. After successfully grabbing the attention of consumers, good follow-up must be performed namely the stage of providing more product information, persuading and being able to give reasons why consumers should buy the products we offer. Desire is the stages that provides an offer that cannot be rejected by the consumer, whereby a wish and desire to buy our products arises. Action occurs with there is a strong desire of consumers to make decisions in purchasing products offered.

2.3 Factors that Influence Purchase Intention

Behavioral experts have identified several predictors of consumer behavior, including one thing considered as the main predictor of consumer behavior, namely consumer attitude. Not all consumer attitudes are related to their actions or behavior, because of the different backgrounds in the formation of these attitudes. Attitudes formed through direct experience will more closely lead to behavior, rather than attitudes that are formed based on the opinions of others. Predicting consumer behavior is very important since knowing the consumer behavior marketers can make a favorable anticipation for marketing activities (Moon, 2012).

Subjective Norm. The construct that influences this intention is one's evaluation of social pressures that influences individuals to do or not do an action. Social pressure comes from people around who are important to themselves (significant others). Subjective norm can be determined from one's normative beliefs about how significant others think or expect someone to do something or not do it at all (Meutia and Ismail 2017). In Planned behavior theory, a person's normative beliefs are balanced with one's motivation to comply. Motivation to comply is defined as the motivation or willingness

of a person to meet or not hope for significant others with all the considerations and risks that will be faced that ultimately affect their intentions.

Perceived Behavior Control. This construct is an individual's belief about how much control he has to bring up the behavior that he will bring up. Perceived Behavioral Control, hereinafter referred to as PBC, can influence behavior directly and indirectly. Indirect influence is done by influencing one's intention to do something behavior (Ismail et al., 2018). In the Planned Behavior theory, PBC is formed from two components. The first component is control belief, which is a person's perception or belief about how difficult a behavior is raised that stems from his perception of the difficulties, risks, and challenges involved if he wants to exclude a behavior. The second component is perceive power that talks about one's perception of whether he is able or not to bring up a behavior by considering the difficulties, risks, and challenges that accompany. In other words, PBC can also be seen as a person's self efficacy to bring up behavior (Ismail et al., 2019). To understand what components underlie a person's purchase intention towards local food products, the researcher aims to investigate the relationship between attitudes, subjective norms, and PBC on intention. This is achieved by establishing psychological measuring tool that contains the predictor components that underlie such intention. Based on the description of the previous study, three hypotheses are developed.

H1: Attitude has a positive effect on purchase intention

H2: Subjective Norm has a positive effect on purchase intention

H3: Perceived behavioral control has a positive effect on purchase intention

This study can be described in a framework as described in **Figure 1**.

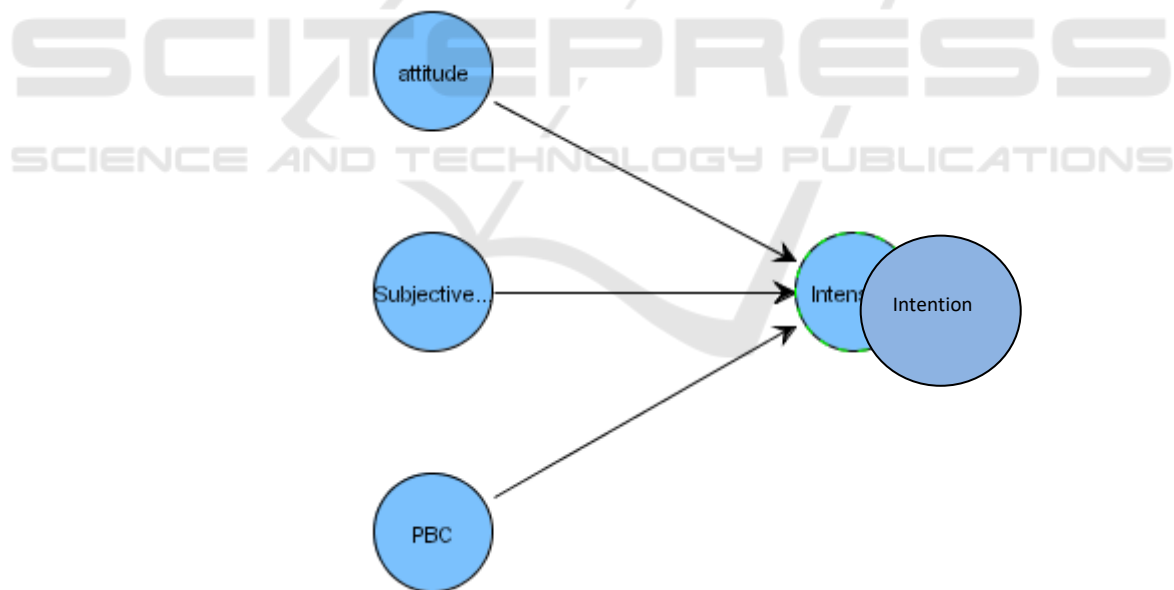


Fig. 1. Study Framework.

3 Methods

In this study the data were analyzed using Structural Equation Modeling (SEM). SEM provides researchers with the opportunity to adopt a more holistic approach to building models. The ability to explain the effects of measurement errors on latent variable estimation is the main difference between SEM and both path analysis and multiple regression analysis. SEM can overcome several problems and limitations inherent in multiple regression analysis. The author chose the appropriate statistical tool for testing this variable using Partial Least Square (PLS).

This study used a questionnaire survey method to collect data. Therefore, every question in the questionnaire must meet the quality of valid and reliable data. Validity test is used to measure what should be measured. Meanwhile, reliability test is used to measure the consistency of measuring instruments in measuring a concept.

Endogenous variable used in this study was purchase intention. Purchase intention can be identified through e indicators. First indicator is transactional interest that is the tendency of a person to buy a product. The second indicator is preferential interest that is one's tendency to refer products to other people. Preferential interest is an interest that describes the behavior of someone who has a primary preference on the product. This preference can only be replaced if something happens with the product of his preference. The third indicator is Explorative interest, this interest illustrates the behavior of someone who is always looking for information about the product he is interested in and is looking for information to support the positive qualities of the product.

4 Results and Discussion

4.1 Characteristics of Respondents

47% respondents in this study were women and 53% were men. The average age of respondents who bought typical local products were categorized in the middle productive age those that are dominated by the ages between 15 years to 50 years. Respondents who were intentioned in buying typical local products were dominated by tourists from outside the Province of Banten. On the average, tourists who visited the Anyer Beach tourism area came from West Java Province. The education level of respondents was dominated by high school, Diploma and Bachelor graduates. Based on the data above, it can be seen that on average people who consumed typical local food products in Banten were respondents with secondary education or had 12 years of education.

On average, respondents were dominated by 12% of students, 35% civil servants, 55% private employees and others. This showed that respondents who visited the Anyer beach tourism area had a permanent job that would affect their income. The location of the beach that is close to the capital is a great opportunity to be a community refreshing site, especially to utilize work days off to travel.

This study used a structural equation modeling (SEM) as a multivariate analysis tool so that it had higher flexibility to connect theory and data. This study used Smart

PLS software as a tool to solve SEM problems. In the results of tests on the outer loading of all variables, there was no construct that had an outer loading value below 0.5. This showed that each indicator in all constructs was considered reliable, thus elimination was not needed and the test produced Smart PLS output as shown in table 1.

Table 1. Inner Weight.

Exogen Variable	Endogen Variable	Original sample estimate	T-Statistic
Attitude	Purchase Intention	0.5632	4.6213
Subjective Norm	Purchase Intention	0.3922	5.8765
Perceived behavioral control	Purchase Intention	0.4422	4.9843
R- Square	Purchase Intention	0.797	

Hypothesis 1 was accepted that attitude had a positive effect on purchase intention. The construct test results showed the original sample estimate value of 0.5632, it indicated that there was a significant positive relationship because the statistical T value was more than 2 as a critical point for the full significance of accepted or rejected hypothesis. Hypothesis 2 states that there is a positive relationship between subjective norm and purchase intention. The results of testing using smart PLS showed an original sample estimate of 0.3922 with a statistical T value of 5.8765, these values indicated that hypothesis 2 was accepted. Likewise with hypothesis 3, it was shown that perceived behavioral control had a significant positive effect on purchase intention.

Intention is a tendency in individuals to be attracted to an object or like an object. The emergence of interest in an object is characterized by a sense of pleasure or interest in something that has an attraction. Based on the results of interviews with respondents, it can be concluded that their purchase interest towards local food products was due to the products had an appropriate taste to the tongue of the tourists. The emergence of intention towards an object is characterized by a sense of pleasure or interest in something that has an attraction.

Based on the attitude variable, there were two aspects of attitude that affected the purchase intention namely cognitive or knowledge aspect and perceptions obtained through a combination of experiences. These components are often known as confidence, so consumers believe that an object has certain attributes. Next is the affective attitude that is the emotion or feeling towards a particular product or brand. The attitude variable showed that 76% of respondents already had knowledge of local food products in the tourism area of Banten, because most of the respondents came from local Banten and Jakarta which is only 100 km away. 81% of respondents felt that local food products offered a low impression since there were still many traditional product packaging. This finding is in line with the opinion of Ismail et al. (2018) who states that attitude is an evaluation that can be created by the affective system in the form of emotions, feelings, moods and immediate and direct responses to certain

stimuli. If the emotions, feelings, and moods of consumers are positive, it will lead to an intention to buy a product/service.

Subjective norms are one's perceptions or views of other people's beliefs that will influence the interest in performing or not performing the behavior under consideration (Septifani, 2014). Subjective norms are one's perceptions or assumptions about other people's expectations, certain behaviors that a person will or won't do. In this study, subjective norms became the main predictors in purchasing decisions where the effect of subjective norms is able to suggest, process and strengthen an act or consumer purchasing behavior.

This finding is in line with the opinion of Ajzen (2005;) who states that if an individual feels it is his personal right to determine what he will do and it can be determined by others around him, then he will feel that people's views about the behavior he will do are appropriate, so it will cause the intention to buy a product / service.

Ajzen (2007) states that perceived behavioral control is also a function of control beliefs and the access to the control factor. Control factor includes: internal factors (such as: expertise, abilities, information, emotions) and external factors (for example: situation/aqenvironment). Perceived behavioral control indicates that an individual's motivation is influenced by the perception of how difficult the "A" behavior can be done, including the extent to which the individual's success might be achieved if he behaves "A". As assumed by Fishbein and Ajzen, individuals are usually quite rational and able to use the information they have systematically. So, if an individual feels that he does not have the resources or the opportunity to do something, then the individual will not do the behavior that requires these resources (even in situations where the individual has a positive attitude and subjective norms that approve the behavior).

This finding is in line with the opinion of Chiou (2008) who states that purchase intention is seen as something that immediately precedes behavior that is determined by perceived behavioral control. This shows that the better perceived behavioral control, the higher the purchase intention of the customer.

5 Conclusions

Local food products in Banten province such as milkfish satay, palm sugar, goat rabeg, gipang and so on are products commonly sold by MSME entrepreneurs. Increasing sales of local food products which can further increase the economic income of the people of Banten is an important issue. There were several variables that must be considered based on this study: First, consumer attitudes had a positive effect on purchase intention towards local food products, second, subjective norm found in consumers must be raised to increase consumer purchase intention towards local food products in Banten province, and third, perceived behavioral control had a significant positive effect on purchase intention.

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