Analysis of Factors Affecting Tourist Decisions in Purchasing Babi Guling as Balinese Culinary

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Corresponding Author [a]	**Abstract**

Babi guling Bali is a very specific local product that is in great demand by tourists both from within and from abroad. Therefore, it is necessary to conduct research related to local products of Babi Guling Bali with the following objectives: (1) To analyze what factors influence the decision of tourists to buy Babi Guling as a Balinese culinary specialty. (2) To analyze how much influence each of these factors has on tourists' decisions to buy pork guling as a Balinese culinary specialty. The sampling technique used in this study was accidental sampling, where the number of samples taken was 100 people. The data analysis technique used is descriptive statistics and factor analysis. The results show that: (1) Product quality, price, promotion, location, and word of mouth are factors that influence tourists' decisions to buy pork guling as a Balinese culinary specialty, where the loading factor value for each indicator is greater. of 0.5. (2) The magnitude of the influence of each variable: (a) Product quality with the highest loading factor value of 0.886 on the product taste indicator. (b) The price with the highest loading factor value of 0.886 on the price competitiveness indicator. (c) Promotion with the highest loading factor value of 0.842 on the advertising indicator. (d) The location with the highest loading factor value of 0.842 on the place cleanliness indicator. (e) Word of mouth with the highest loading factor value of 0.745 on the indicator of consumer confidence.

Contents

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1 Introduction

One sector that is in direct contact with tourism is culinary tourism, Echols and Shadily (Putri et al., 2013), state that the term culinary tourism lexically comes from the words tourism and culinary. Tourism means the travel of people from one country or region to another to have fun. While culinary in English is culinary which means related to the kitchen or cooking. Culinary tourism is a tourist trip carried out by a person or group of people in a country or region, where they (tourists) enjoy the special cuisine of the country or region visited.

The most popular culinary product from Bali is babi guling, or in Balinese, it is known as "Be Guling". This whole roasted pork is used in offerings (Sudharsana, 2011). After being served, the babi guling is consumed by the people who offer it. As the greatest form of gratitude, babi guling is used as a special meal when Balinese people celebrate happy events (Budaarsa, 2012). Babi guling is not only found during ceremonies but currently, babi guling is traded as favorite food in food stalls scattered in almost all regencies in Bali (Suter et al., 1999).

To find out how many tourists are interested in purchasing babi guling as a Balinese culinary, research was conducted using the pre-survey method by distributing temporary questionnaires to 15 respondents, observing and interviewing several places for owners of babi guling businesses in the Bali area. The answers to each statement item that represents each research variable starting from purchasing decisions, product quality, price, promotion, location, and word of mouth are measured by two alternative answers starting from "Yes" and "No".

Based on the results of the pre-survey, shows that there are problems with product quality, price, promotion, location, and word of mouth on tourists' decisions to buy pork guling as a Balinese culinary specialty (Tse & Crotts, 2005; Horng et al., 2012). Therefore, the authors are interested in choosing the variables of product quality, price, promotion, location, and word of mouth as variables that influence tourists' decisions to buy pork guling as a typical Balinese culinary, with the theme "Analysis of Factors Affecting Tourist Decisions in Purchasing Babi Guling as Balinese Culinary".

2 Materials and Methods

Research design

According to Kerlinger (Felix et al., 2009), the research design is a plan, a framework for conceptualizing the structure of the relationship between variables in a research study. The author uses this type of quantitative research with survey methods. Quantitative research is a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what you want to know (Kasiram, 2008).

This research aimed to determine the factors that affect tourist decisions in purchasing babi guling as a Balinese culinary are product quality (X1), price (X2), promotion (X3), location (X4), and word of mouth (X5). The indicators of the research variables are as follows: the product quality variable uses the product taste, smell, and texture indicators. The price variable uses the indicators of price competitiveness, price suitability with the product, and price affordability. Promotional variables use advertising indicators and social media. Location variables are measured or used as indicators of location, cleanliness of the place, place facilities, and services. The word of mouth variable uses indicators of consumer loyalty, consumer trust, and product popularity (Morland et al., 2002; Kahraman et al., 2003).

Population and sample

The population in this study were all customers who had shopped at the babi guling culinary in Bali Province and were at least 17 years old. Respondents taken in this study were local and foreign tourists. The sampling technique used by the author in this study is non-probability sampling. One of the non-probability sampling techniques taken by the author is accidental sampling (convenience sampling). According to Sugiyono (2017), accidental sampling is a technique of making samples based on chance, that is anyone who coincidentally meets the researcher can be used as a sample if it is seen that the person coincidentally meets is suitable as a data source. To determine the number of samples needed in an unknown population, the authors use the Purba (2006), so the number of respondents in this study is 96 people (samples) and is rounded up to 100 respondents who have bought babi guling culinary as a Balinese culinary in all babi guling stalls in each regency/city in Bali.

Descriptive analysis

Descriptive analysis is used to analyze data by describing the data that has been collected without intending to make conclusions that apply to the public or generalizations. Included in descriptive statistics: presentation of data through tables, graphs, pie charts, pictograms, mode calculation, median, mean, deciles calculation, percentiles, calculation of the spread of data through calculation of the average and standard deviation, and calculation of percentages. Descriptive analysis was conducted to find out the description of respondents' perceptions of the statements given in the research instrument about the variables studied (Abubakar & Ilkan, 2016; Agag & El-Masry, 2016).

Factor analysis

Factor analysis is a technique to analyze the interdependence of several variables simultaneously to simplify the form of the relationship between some of the studied variables into several factors that are less than the studied variables. This means factor analysis can also describe the data structure of a study (Suliyanto, 2005). Factor analysis is an interdependence technique, where there is no division of variables into independent variables and dependent variables with the main objective of defining the structure between the variables in the analysis. This analysis provides tools to analyze the structure of the internal relationships or correlations among a large number of variables by explaining the good correlation between variables, which are assumed to represent the dimensions in the data (Hair et al., 2010).

3 Results and Discussions

Variable determination test

The first-factor analysis assumption is seen from the correlation between independent variables, in factor analysis, where the correlation value requirement is > 0.5 with a significance of < 0.05. In Santoso's opinion (2015: 58) that testing all correlations between variables is measured by the value of Bartlett's Test of Sphericity or Measure Sampling Adequacy.

Table 1
Result of KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.858
Bartlett's Test of Sphericity	Approx. Chi-Square	2204.217
	Df	91
	Sig.	.000

Source: processed data (2022)

Based on the data in Table 1, it can be explained that the KMO value is 0.858, which means it is greater than 0.5, with a significance value of 0.000 <0.05, so further analysis can be carried out. The next assumption, to determine the correlation between independent variables, can be shown in the MSA (Measure of Sampling Adequacy) value, which ranges from 0 to 1 under the following conditions: (Santoso, 2015).

1. MSA = 1, meaning that the variable can be predicted without error by the other variables.
2. MSA > 0.5, meaning that the variable is predictable and can be analyzed further.
3. MSA < 0.5, meaning that the variable cannot be predicted and cannot be analyzed further, or excluded from other variables.

The results of the MSA test for each indicator in this study can be shown in Table 2 below:

Table 2
Result of MSA Test

No	Factor	Indicator	Symbol	MSA value	Limit Value	Conclusion
1.	Product Quality (X_1)	Product taste	X1.1	0,795	0,5	Worthy
		Smell	X1.2	0,922	0,5	Worthy
		Texture	X1.3	0,821	0,5	Worthy
2.	Price (X_2)	Price competitiveness	X2.1	0,890	0,5	Worthy
		Price compatibility with the product	X2.2	0,778	0,5	Worthy
		Price affordability	X2.3	0,806	0,5	Worthy
3.	Promotion (X_3)	Advertisement	X3.1	0,885	0,5	Worthy
		Social media	X3.2	0,832	0,5	Worthy
4.	Location (X_4)	Place	X4.1	0,882	0,5	Worthy
		Cleanliness of the place	X4.2	0,802	0,5	Worthy
		Facilities and services	X4.3	0,938	0,5	Worthy
5.	*Word of mouth* (X_5)	Consumer loyalty	X5.1	0,946	0,5	Worthy
		Consumer trust	X5.2	0,890	0,5	Worthy
		Product popularity	X5.3	0,931	0,5	Worthy

Source: processed data (2022)

Based on the results of the MSA test of each indicator, it shows that all indicators have an MSA value of > 0.5, so further analysis can be carried out.

Eigenvalues as forming factors

To see the number of factors formed, pay attention first to the eigenvalues. A factor is said to be formed if the eigenvalue > 1. The eigenvalue shows the relative importance of each factor in calculating the variance of the total existing indicators. The number of eigenvalues is always sorted from the largest to the smallest (Santoso, 2015).

Based on the results of the study, it can be explained that from the 14 indicators analyzed, only two components (factors) were formed. The variance that can be explained by component (factor) 1 is: 10.165/14 x 100 % = 72.607%, while by component (factor) 2 it is: 1.127/14 x 100 % = 8.050 %. The total of the second factor will be able to explain the indicators of: 72.607 % + 8.050 %, or 80.657% of the 14 indicators, while the remaining 19.343% cannot be explained in this study. The sum of the eigenvalues for the 14 indicators is equal to the total variance of the 14 indicators, or 10.165 + 1.127 + 0.802 + 0.586 + 0.362 + 0.284 + 0.186 + 0.168 + 0.112 + 0.071 + 0.066 + 0.037 + 0.029 + 0.006 = 14. It can be concluded that there are only 2 factors formed, because these two factors have an eigenvalue > 1, is 10.165.1.127.

The role of indicators in determining factors

An indicator is called a forming factor indicated by the highest loading factor value. The grouping of factors formed can be shown in Table 3:

Table 3
Formed Factors

No.	Factor		Indicator	Symbol	*Loading Factor*	Factor
1.	Product Quality (X_1)	1.	Product taste	$X_1.1$	0,886	1
		2.	Smell	$X_1.2$	0,809	2
		3.	Texture	$X_1.3$	0,760	2
2.	Price (X_2)	1.	Price competitiveness	$X_2.1$	0,886	1
		2.	Price compatibility with the product	$X_2.2$	0,701	1
				$X_2.3$	0,765	2
		3.	Price affordability			
3.	Promotion (X_3)	1.	Advertisement	$X_3.1$	0,842	1
		2.	Social media	$X_3.2$	0,716	1
4.	Location (X_4)	1.	Place	$X_4.1$	0,784	1
		2.	Cleanliness of the place	$X_4.2$	0,842	2
		3.	Facilities and services	$X_4.3$	0,803	2
5.	*Word of mouth* (X_5)	1.	Consumer loyalty	$X_5.1$	0,660	1
		2.	Consumer trust	$X_5.2$	0,745	1
		3.	Product popularity	$X_5.3$	0,717	1

Source: processed data (2022)

Based on the data in Table 3, it can be explained the effect of each factor on the tourist's decision to purchase babi guling as a Balinese culinary:

- Product Quality (X1): product taste=0.886, smell=0.809, texture=0.760
- Price (X2): price competitiveness = 0.886, price match with product = 0.701, price affordability = 0.765
- Promotion (X3): advertising=0.842, social media=0.716
- Location (X4): location = 0.784, cleanliness of the place = 0.842, facilities and services = 0.803
- Word of mouth(X5): consumer loyalty=0.660, consumer trust=0.745, product popularity=0.717

As the final step of determining the factors, it can be shown in the Component Transformation Matrix. The Component Transformation Matrix proves the magnitude of the correlation value of the formed factors summarizing all indicators (Santoso, 2015).

Table 4
Component Transformation Matrix

Component	1	2
1	0,748	0,664
2	-0,664	0,748

Source: processed data (2022)

Based on the data in Table 4, it can be explained that the correlation value of each factor formed, both factor 1 and factor 2 > 0.5 (0.748 and 0.748), which means it has a very strong correlation. It can be concluded that the two factors formed are appropriate in summarizing the 14 existing indicators. Based on the newly formed factors, it can be named that factor 1 is the word of mouth factor, factor 2 is the location factor as a factor that affects tourist decisions in purchasing babi guling as a Balinese culinary (Dai et al., 2022; Wong & Yeh, 2009).

Hypothesis testing

Based on the data in Table 3 where the loading factor value for each indicator is greater than 0.5, so the hypothesis is proven which states that: product quality, price, promotion, location, and word of mouth are factors that affect tourists' decisions in purchasing babi guling as a Balinese culinary.

Discussion

The effect of product quality on consumer decisions

Based on the results in this research where the loading factor value in each product quality indicator are product taste = 0.886, smell = 0.809, texture = 0.760, the value is > 0.5. This shows that product quality is one of the factors that affect tourists' decisions to purchase babi guling as a Balinese culinary.

Kotler & Keller (2021), state that product quality is the ability of an item to provide results or performance even more than the customer desires. Product quality will be affected by the quality of meat, which is muscle tissue and special organs such as the heart, liver, lungs, spleen, kidney, brain, pancreas, digestive tract, as well as all meat products and organ processes (Soeparno, 2005). As a food source, the quality of meat is determined by four factors, namely the number of microbes in the meat, chemical value, physical characteristic, and quality of eating meat (Winarno, 2004). Consumers prioritize the quality of other food factors, which is because, in everyday life, the quality of food can be tested by using consumers the five senses such as sight, touch, smell, and taste.

The selection of Balinese pork as babi guling will determine the quality of the product, hopefully, it can improve consumer decisions in purchasing babi guling. This statement is linear with the research conducted by Whendy et al. (2016), as well as research by Habibah & Sumiati (2016), which states that there is a positive affection for product quality on consumer interest in purchasing or using products or services.

The effect of price on consumer decisions

Based on the results of the study where the loading factor value for each price indicator are price competitiveness = 0.886, price suitability with product = 0.701, price affordability = 0.765, and the value is > 0.5. This shows that price is one of the factors that affect tourists' decisions to purchase babi guling as a Balinese culinary.

Price is the sum of all values provided by customers to get benefit from owning or using a product, both goods, and services (Kotler in Adaming, 2019). Price has a very important factor in affecting consumer decisions when purchasing products, so it will determine the success of marketing a product. Price can show the brand quality of a product, where consumers have the assumption that high prices usually have good quality (Chen et al., 2004; Dubois & Pedersen, 2002).

Based on this statement, the price factor needs to be considered by the Balinese culinary business of babi guling as one of the factors that affect tourists' decisions to purchase babi guling as a Balinese culinary. This statement is supported by the results of research conducted by Habibah & Sumiati (2016), and research by Whendy et al. (2016), who found the effect of price on consumer decisions in buying a product. Likewise, the research of Kuo & Nakata (2016), shows that the more affordable the price of a product or service, the greater the consumer's decision to purchase or use the product or service.

The effect of promotion on purchasing decisions

Based on the results of the study where the loading factor value on each promotion indicator, namely advertising = 0.842, social media = 0.716, the value is > 0.5. This shows that promotion is one of the factors that affect tourists' decisions to purchase babi guling as a Balinese culinary.

According to Firmansyah (2018), that promotion is an effort to introduce products and services so that they can be known and accepted by the public. The most important part in terms of marketing that can support sales is promotion. Alma (2011), states that promotion is a kind of communication that provides explanations that convince potential consumers about goods and services, while the purpose of promotion is

to get attention, educate, remind, and convince potential consumers. A good promotion can attract as many consumers as possible to switch to the product or service offered. This statement is linear with research conducted by Maulidina (2019); Suhadarliyah & Kian To (2018); and Primadasa (2019), who stated that promotion had a positive and significant effect on purchasing decisions.

The effect of location on consumer decisions

Based on the results of the study where the loading factor value for each location indicator, namely location = 0.784, cleanliness of the place = 0.842, place facilities and services = 0.803, the value is > 0.5. This shows that location is one of the factors that affect tourists' decisions to purchase babi guling as a Balinese culinary.

Location is relating to where the company must be headquartered and carry out its operations or activities (Rambat, 2013). An important factor in the development of a business is the location of the urban area, the way, and the time from the location to the destination. The factor of a good location is relative to each different type of business. The choice of location is the most expensive investment value because the location can determine whether visitors are crowded or not. The location of the business which is on the side of the road or in a strategic place is quite attractive to customers.

Based on this statement, location is one of the factors that affect tourists' decisions to purchase babi guling as a Balinese culinary specialty. This statement is in line with the research results of Puspa et al. (2017), which state that location affects purchasing decisions. Antari et al. (2014), state that partially the location variable has a positive and significant effect on shopping decisions.

The effect of word of mouth on consumer decisions

Based on the results of the study where the loading factor value on each word of mouth indicator, namely consumer loyalty = 0.660, consumer confidence = 0.745, product popularity = 0.717, the value is > 0.5. This shows that word of mouth is one of the factors that affect the decision of tourists to purchase babi guling as a Balinese culinary.

Lupiyoadi & Hamdani (2006), state that word of mouth is a promotion in the form of word of mouth advice regarding the benefits of an item. Word of mouth communication is the act of consumers providing information to other consumers from one person to another (interpersonal) non-commercially for brands, products, and services. Word of mouth is interpersonal communication between two or more individuals such as a member of a reference group or a consumer and a sales marketing. The results of this study support the previous research conducted by Sharabati et.al. (2014), Nugraha & Aditya (2015), who found that word of mouth about a product or service can encourage someone to purchase or use the product or service.

4 Conclusion

The main conclusions of the study may be presented in a short Conclusions section, which may stand alone or Based on the results of the research and discussion that have been described above, it can be concluded as follows:

- The product quality, price, promotion, location, and word of mouth are factors that affect tourists' decisions to purchase babi guling as a Balinese culinary, where the loading factor value for each indicator is greater than 0.5.
- The effect of each variable: (a) Product quality with the highest loading factor value of 0.886 on the product taste indicator. (b) The price with the highest loading factor value of 0.886 on the price competitiveness indicator. (c) Promotion with the highest loading factor value of 0.842 on the advertising indicator. (d) The location with the highest loading factor value of 0.842 on the place cleanliness indicator. (e) Word of mouth with the highest loading factor value of 0.745 on the indicator of consumer confidence.

Suggestion

Based on the results of the discussion and conclusions described above, several suggestions are expected to provide benefits for increasing tourist decisions in purchase babi guling as a Balinese culinary, as follows:

- Product quality is one of the factors that most affect tourists' decisions to purchase babi guling as a Balinese culinary, therefore, the sellers of babi guling should further increase creativity and innovation that aims to improve product quality.
- Price is also the second most important factor affecting the decision of tourists to purchase babi guling as a Balinese culinary, therefore, the sellers of babi guling should pay attention to the price factor by providing price/package differentiation as an option for consumers.
- Promotion is also one of the important factors that affect the decision of tourists to purchase babi guling as a Balinese culinary, therefore the sellers of babi guling are increasingly active in promoting through advertisements in print media, social media, and other media, such as Instagram media, Facebook, Whatsapp.
- Location is also one of the factors that affect the decision of tourists to purchase babi guling as a Balinese culinary, therefore, the sellers of babi guling should open a business in a place that is easily recognizable and accessible to the public and tourists.
- Word of mouth is also one of the factors that affect the decision of tourists to purchase babi guling as a Balinese culinary specialty, therefore, the sellers of babi guling should pay attention to and increase trust in consumers by improving product quality, service quality, and comfort.

The local government of Bali should actively participate in helping the existence of UMKM in the babi guling business as a Balinese culinary, which is also one of the supporting businesses for the tourism sector in Bali, including by making babi guling culinary events or festivals. Conducting business assistance by finding a foster father who can assist in developing the babi guling business, especially assisting in the capital aspect.

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