



**2<sup>nd</sup> International Conference on Management, Hospitality & Tourism, and Accounting  
Jakarta, 12 – 13 November 2010**

**Tourist Preference for Tourism Destinations Information Sources  
(Tourist's Preference on Ratings Information Sources affected by Tourists' shared Characteristic  
to Jakarta's Tourism Destinations)**

**Rudy Aryanto**  
**Bina Nusantara University**

## **ABSTRACT**

Consumer's search for specific information related to a product or a service is critical step in their purchase decision making process, and the available information sources can stimuli and potentially affect the information search of tourist purchase decision to a tourism destination. Meanwhile the characteristics of guest's influence the manner in which they search for, rate, and use information about tourism destination related product or services. The purpose of this research is to determine information source importance ratings considering the influence of tourist characteristic to Jakarta tourism destinations.

## **INTRODUCTION**

Understanding tourist decision to purchase specific destination products or services is becoming increasingly important to destination marketing management, and the consumer decision making has the following stages: need recognition, search for information, pre purchase alternative evaluation, purchase, consumption, post purchase alternative evaluation, and divestment (Blackweel. 2005). One of the major factors influencing consumer decisions to purchase a product of service is information sources. Information search or information seeking is the process of consulting various sources before making a purchasing decision, consumer recognize the need for more knowledge, which activates the decision to search for information about alternatives. Awareness of a particular product or service and resulting purchase decisions largely depend on the information consumer are able to gather and the credibility of such information. The search process may be spontaneous and lived of occur over a longer period of time and involve intense exploration of the product or service. Information may be sought internally from an individual's memory, and searches may also be conducted externally, which involves an active process in that information must be sought out. Additionally several information sources may be used.

Jakarta as the Indonesia capital is a metropolitan and in the 480<sup>th</sup> years old has been the gate of Indonesia and the centre of distribution to other tourist destination. The Jakarta tourism destinations develop according to the increase of tourism activity. The tourism destinations in this city have dominated to provide scenic area, leisure, coastal, marine, mountain, shopping and historical attraction. Jakarta get more large tourists than the other city's tourism destinations in Indonesia.

## **RELATED STUDIES & THEORIES**

Past studies have found that consumers differ in their like hood to seek out product knowledge, ranging from intensive seekers to those that engage in very limited searches. Consumers also differ in the number of sources consulted for product or service information and the importance placed on the sources; frequently consumers seek information from several sources prior to making a purchase decision. Numerous factors may influence a consumer's information seeking behavior. Past information seeking research based on information search theory has found several general relationships between consumer

characteristics and search behavior. In past studies define Information search is one of the first steps of the vacation decision-making process. It is necessary for choosing a destination and for on-site decisions such as selecting accommodations, transportation, activities, and tours (Dogan and Umbreit. 2004). Information search performance (i.e., locating relevant information to resolve issues) and variables affecting search performance are important because information located during the search process can affect decision quality for better or worse of destinations (Barrick and Spilker. 2003). The one importance of information search study is a good understanding of tourists' perceived importance of destination presumably enables destination marketers to entice potential customers (Chen. 2001). In tourism consumer behaviour discipline, information search can be either internal or external. Internal search is based on the retrieval of knowledge from memory, while the other consists of collecting information from the marketplace (Dogan and McCleary. 2003).

### **Internal Search**

Searching for services information come from memory. Internal search is a critical aspect of the judgment and decision making process, almost all decision making involves some from memory processing. Each consumer has stored in memory a variety of information, feelings, and past experiences that can be recalled in making a decision. Consumer researchers have been very interested in determining (1) the extent of the search, (2) the nature of the search, and (3) the process by which information, feelings, and experiences are recalled to enter into the choice process. Internal search is knowledge stored in long term memory. Whether consumers rely solely on internal search will heavily depend on the adequacy or quality of their existing knowledge. First time buyers may need to undertake external search. Experienced buyers may find their knowledge to be inadequate for product categories characterized by large inter purchase times (the amount of time between purchase occasions) during which there are significant product changes in term of prices, features, and new brands and stores. Even if product changes have been minimal, internal search is hindered by large inter purchase times due to problems of forgetting. May nor existing knowledge be sufficient when the present. Consumption problem is perceived to be different from those in the past. Internal search consisted of :

*Experiences and Previous Visits:* Previous visitation or experience to a destination is one of the most commonly examined factors likely to influence tourists' prior knowledge of the destination and thus their information search behaviour and decision making process. There are four main sources of information stored in memory; prior purchase experiences, previous low involvement learning, previous learning about the environment (latent learning) and the degree to which one uses internal (one's own memory) as opposed to external (packages or lists) memory, all of this stored information can of course be used by consumers to generate new information by deduction or inference.

*Familiarity:* Consumers' familiarity with a product category is measured as a continuous variable that reflects their direct and indirect knowledge of a product category (Dogan and McCleary. 2003)

*Expertise:* Some individuals within the family may have more influence on decision making regardless of family type or gender role preference (Tinson et.al. 2008).

*Image Analysis:* Each brand within the awareness set is Rely to have a set of associations between itself and other bits and pieces of information that are stored in memory. The first step, on an image analysis is to identify the particular associations that define a brand's image, the second step is to assess the strength of brands associations, Companies may find it useful to probe for a deeper understanding of what a brands associations represent in the consumer's psyche as part of an image analysis. Generally tourist choose a destination considerate on four basics criteria: (1) facilities offered, (2) attraction, (3) price, (4) quality of amenities.

From destination marketers' perspective, the destination image plays a pivotal role in establishing destination marketing strategy. Image, as one of the most influential factors affecting tourist perception and consequent behaviour, is a concoction of various feelings about, attitudes toward, and ground for an overall evaluation of an object (Gyehee and Choong. 2009)

*Involvement:* Generally, there is strong support for the relationship between involvement and search behaviour. Literature suggests that, when making decisions, highly involved individuals will go through an extended problem solving process: recognizing the problem, actively searching for information, evaluating the alternatives, and making the purchase decision.

*Learning:* Learning can be defined as the process by which experience leads to changes in knowledge, attitudes, and/or behaviour. Learning has been examined under two major approaches: cognitive and behaviorist.

*Expertise:* Destination expertise can be defined as exposure to related advertisement, information search, interactions with travel agents and other consultants, selection and decision-making, and previous experiences. (Dogan and McCleary. 2003).

*Product and Location:* an example of how information about the strength of association between a brand and specific attributes could be collected and used for simplicity, example will focus on four specific attributes, they are: product/service, location, price and friendship of personnel.

*Price knowledge:* is aspect of product knowledge that deserves to be singled out is that involving product prices. An examination of what consumers know about an absolute price and a relative price, can provide important information for guiding marketing actions. Marketing executives' pricing decisions may depend on their perceptions of how well informed consumers are about prices.

*Consumer satisfaction:* The degree of satisfaction with prior purchase "I also determine the consumer's reliance on internal search. If the consumers has been satisfied with the result of previous buying action, internal search may suffice. In assessing the key dimensions of quality for a hotel, *the servqual* determinants are a useful starting point: reliability, communication, credibility, security, competence, courtesy, understanding, access.

## **External search**

Information searching from the environment. Sometimes a consumer's decision can be based entirely on information recalled from memory. Other times, Tourism is an information intensive industry whose organizations rely on the communication with tourists through various channels to market their products and build customer relationships (Bing and Fesenmaier. 2006), information is missing or there is uncertainty surrounding the recalled information when this occurs, consumers can acquire additional information from outside sources through an external search. Outside sources include dealers, trusted friends or relatives, published sources (magazines, pamphlets, or books), advertisements, or package itself. Consumers can collect information on what brands are available as well as information on the attributes and benefits associated with those that are in the consideration set (Hoyer and MacInnis. 2007). Basically, external in nature, sources of information which previously have been organized into four basic categories: (1) personal (e.g., word-of-mouth advice from friends and relatives), (2) marketer-dominated (e.g., advertisements in print and electronic media), (3) neutral (e.g., third-party sources such as travel agents and travel guides), and (4) experiential sources—direct contacts with retailer (money and Crotts. 2003). In this study we considered two types of information sources: non-media (institutional and commercial brochures, travel agents and internet) and mass media information sources (advertising and reports in broadcast media). (Claudia. 2007). External search consisted of :

*Word-of-Mouth:* Marketers are especially interested in a form of influence called word-of-mouth (WOM). WOM is the process whereby consumers who have experienced a product or service pass on their views, both positive and negative, about the product or service to other people (Swarbooke and Horner. 2007). WOM refers to information about products or services communicated verbally. Consider the number of consumer behavior that are likely to be affected by WOM. WOM pervasive with another person; it is also more pervasive than written information.

*Advertising and Media:* We can define advertising as any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor. Advertising is mass, paid communication which is used to used transmit information, develop attitudes and induce some form of response by

providing information to potential customers, by trying to modify their desires and supplying reasons why they should prefer that particular company's services.

*Billboard/Highway sign:* This is useful for reminder copy and can support other media activities the effect of an advertisement on television can be prolonged if recipients are exposed to a reminder poster on their way to work the following day, if strategically placed, the posters can appeal to segmented audiences.

*Radio:* radio advertising has often been seen as the poor relation of television advertising, appealing only to the sense of sound. The threshold cost of advertising is much lower than for television, reflecting much more local segmentation of radio audiences and the lower production costs of radio adverts.

*Television:* This is an expensive but very powerful medium. Although it tends to be used mainly for the long term task of creating brand awareness, it can also create a rapid sales response the very fact that a message has been seen on television can give credibility to the message source, and many smaller service companies add the phrase as seen on TV to give additional credibility to their other media communications. The power of the television medium is enhanced by its ability to appeal to both the senses of sight and sound and to use movement and color to develop a sales message.

*Newspapers:* Daily newspapers tend to have a high degree of reader loyalty reflecting the fact that each national title is targeted to specific segments of the population. This loyalty can lead to the printed message being perceived as having a high level of credibility on the part of the reader. Therefore, daily papers may be useful for prestige and reminder advertising. They can be used for creating general awareness of a product of a brand as well as providing detailed product information.

*Magazines:* Advertising in magazines may at first seem relatively expensive compared to newspapers, they represent good value to advertisers in terms of the large number of readers per copy and highly segmented nature of their audience.

*Brochure/Folders and Guidebooks/Catalogues:* Direct marketing normally involves direct response to media such as advertisements, catalogues, and direct mail (brochures). Direct marketing offers the possibility of selecting specific target markets through the use of specialized mailing lists, data bases, or media. This permits customized appeals and creative strategy based on the lifestyles and needs of the target market segments. Direct marketers are also heavy users of predictive modeling, mailing list enhancement, life time value analysis, and advanced forms of cross-selling or up selling. They are heavy users of controlled testing and experimentation. Various product rating agencies have risen to the forefront in recent years. The most widely known being consumers' union, which publishes consumer report. Several manufactures have found, frequently to their dismay, that rating by such agencies have a potent effect, especially the if rating are negative.

### **The Moderating Tourist Characteristics**

In term of tourist's shared characteristics, past research looked at how individual tourists make their purchasing decisions. It is now time to look at ways in which academic and marketers have sought to group tourists together on the basis of shared characteristics. This has resulted in typologies of tourists and methods of segmentation.

The typologies of tourist:

*Explorers* are small group who almost as anthropologists

*Elite* tourists are experienced frequent travelers who like expansive tailor-made tours

*Off-beat* tourist aims to get away from other tourists

*Unusual* tourist make side trips from organized tours to experience local culture

*Incipient* mass tourist travel to established destinations where tourism is not yet totally dominant

*Mass* tourists expect the same things they are used to at home

*Charter* tourist have little or no interest in the destination itself providing that the holiday gives them the entertainment and standards of food and accommodations they expect.

*Segmentation:* There are five classic ways of segmenting markets, in other words, the consumers population can be subdivided on the basis of four different criteria, into groups which share similar characteristics as buyers.

*Demographic*, e.g. age, sex, race, stage in the family life cycle

*Geographical*, e.g. where the tourist lives

*Psychographical*, e.g. the personality and lifestyle of the tourist

*Behaviouristic*, that is, the relationship of the tourist to the product, e.g. the benefits they expect to receive from the purchase and whether or not they are first-time or regular purchasers of the products. (Swarbooke and Horner. 2007)

*Tourist Demographic Characteristic*: Individual demographic characteristics may influence information seeking behavior research in consumer behavior has generally found that people of higher income and education search more for product/service information. Age tends to be inversely related to amount of search, while the relationship between search behavior and other demographic characteristics, such as social class and occupation, tends to depend on the product/service being investigated. Certain demographic characteristics of travelers have been linked to information search behavior. Studies have found that college educated individuals were more likely to use destination specific literature, and people of higher socio-economic class frequently used travel agents as information sources. The older people were more likely to use a travel agent than younger people. Older people have also been reported to heavily rely on information from friends and family..

*Social Psychological Factors*: Perceived benefits of information search will influence search behavior. Consumers have had knowledge of the product will usually engage in limited search activity perceiving that the benefits of additional information search are minimal. Studies of the relationship between experience and information search have had mixed results, however likely the relationship is mitigated by many factors, such as product/service satisfaction. Generally, however, it seems that consumers with more knowledge of a product or service engage in different types of information search than those with limited knowledge, and frequently less information seeking behavior will occur. Such individuals will rely more heavily on internal information search. Two tourism studies related to this idea found that: (1) information seeking for visit to a hotel was related to previous visitation, with professional sources used more by first-time visitors; and (2) information seeking was greater with unknown destination. Finally, motives for visitation can influence information seeking, Motivation is a state of need that “pushes” a person toward actions that may bring to the need for optimal arousal and is largely effected by social factors.

## **STUDY PURPOSE AND HYPOTHESES**

Marketing managers of a tourism destination must have knowledge of the importance guests place on various information sources because of its influence on purchase on purchase decisions. The effectiveness of information varies with the nature of the product/service and the characteristics of the people interested in consuming the product/service. The purpose of this paper is to explore the relative importance tourists to tourism destinations placed on various information sources. Additionally, this study will determine the relation sources. Additionally, this study will determine the relationship between guest characteristic and information source importance ratings. It is hypothesized that:

1. Word-of-mouth will be rated as the most important external information source influencing guests' decision to visit an hotel.
2. Courtesy will be rated as the most important internal information source influencing guests' decision to visit an hotel.
3. Differences in importance ratings of information sources “ill be related to tourist demographic and guest motives to visitation
4. If memory scan reveals sufficient information to provide. A satisfactory course of action, external search is unnecessary. When internal search proves inadequate, the consumer may decide to collect additional information from environment.

## **METHODS**

### **Procedures and Sample**

Data were collected from tourist to Jakarta tourism destination who visit to that destination more than one time. From June 2009 through March 2010. The Jakarta's tourism destination sample are :

- Kepulauan Seribu : Coastal and Marine Tourism Attraction
- TN Gunung Gede Pangrango : Mountain Tourism
- Taman Impian Jaya Ancol : Leisure Area
- Kawasan Kota Tua : Historical Tourism

On the days of data collection, research assistants approach every tourist and asked his or her cooperation in the study. The sampling interval was pre-determined based on a three years history of visit rates. If the tourist agreed to participate in the study, the research assistant asked a set of questions, The tourist then completed a set of self administered questions. The "interview" technique was utilized to establish rapport and therefore increase response rate for the entire study, we can predict 600 people agreed to participate. Of those 600 people, 500 respondents will valid and become study data.

### **Variables**

To determine the importance of various information sources. Respondents were asked to respond to the query "how important were the following sources of information influence you to visit the Jakarta tourism destinations?" using a five point scale, where 1=not important/influence and 5 = extremely important/influence (Zikmund. 2002). Thirteen sources of internal information were listed: past experience/familiarity, facilities offered: price, attraction, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding, and access. And eight sources of external information were listed: word-of-mouth, billboard or highway sign, radio or program, TV commercial or appearance, newspaper ad or article, magazine ad or story, brochure or folder, guidebook or catalogue. These twenty one source of information were used as independent variables in later analyses.

## **DATA ANALYSIS**

The first type of data analysis employee was multivariate analysis of variance (One Way ANOVA) and factor Analysis. MANOVA is used when there are multiple dependent variables that are interval or ratio-scaled variables. There may be one or more nominally scaled independent variables. The MANOVA technique was originally developed to analyze the effects of experimental treatments on a set of two or more dependent variables, but can also be used in non experimental studies which employ random selection. MANOVA is analogous to the more commonly used ANOVA in multivariate analysis. However, in situations when dependent variables is being investigated, and the dependent variables are conceptualized as measuring aspects of a single underlying variable, the multivariate test is more appropriate. Using multivariate statistics to measure multivariate data increases the chance of finding significant results where none exist (type 1 error). Additionally, the likelihood of making a type 1 error increase as the number of dependent variables increases.

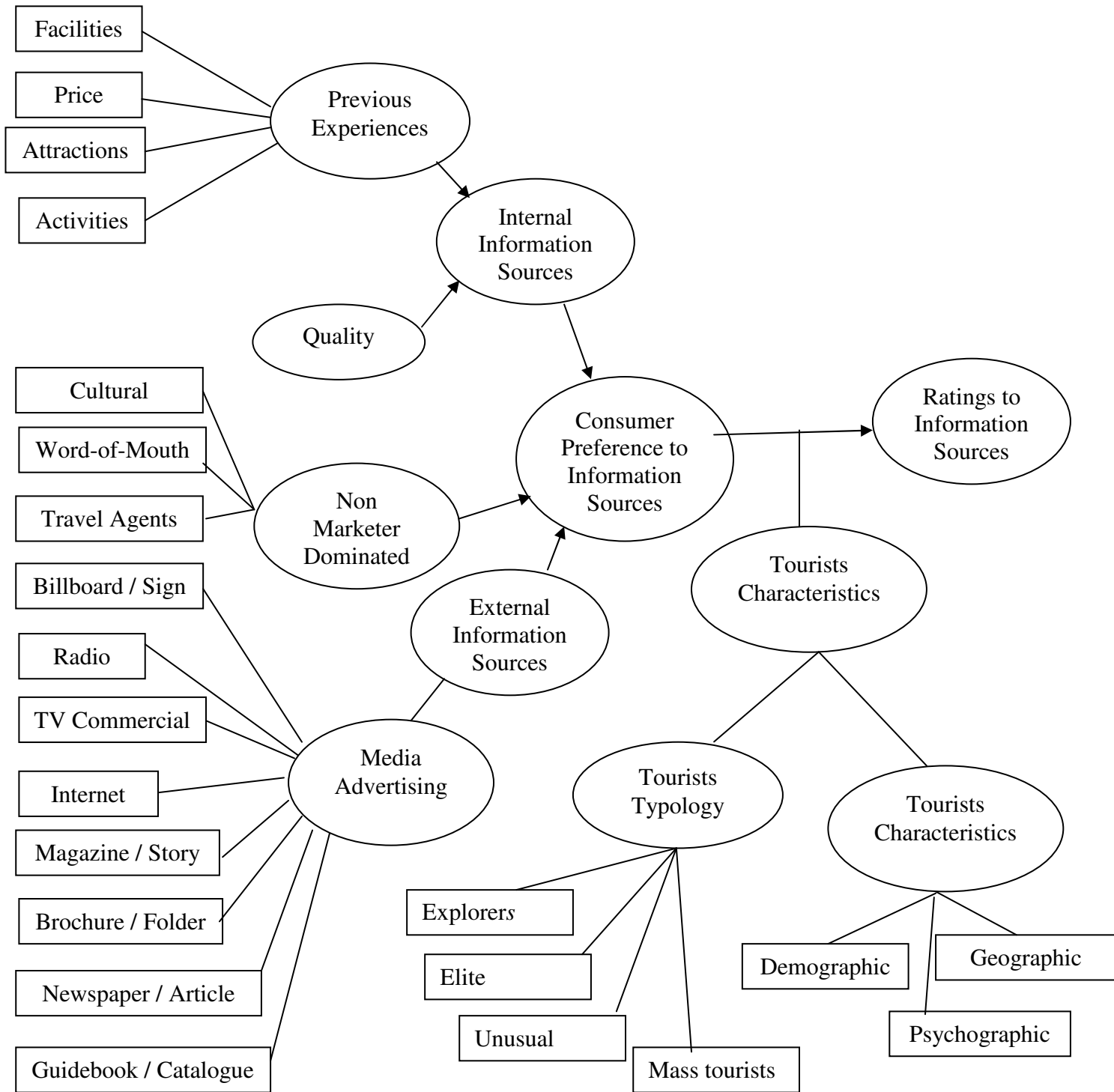
The one way analysis of variance (One-Way ANOVA) is the appropriate statistical tool. This bivariate statistical technique is referred to as "one-way" because there is only one independent variable (even though there may be several levels of that variable). The F-test is procedure for comparing one sample variance to another sample variance. In the analysis of variance situation, the basic consideration for the F test is to identify the total variance. There will be two forms of variation: (1) variation of scores due to random error or within group variation due to individual differences, and (2) systematic variation of scores between the groups due to the manipulation of an independent variable. Thus we can partition total variance into within group variance and between group variance. The larger the ratio of variance between groups to variance within group, the greater the value of F. If the F value is large, it is likely that the results are statistically significant.

The Factor Analysis is procedure that takes a large number of variables or objects and searches to see whether they have a small number of factors in common which account for their inter correlation. The factor Analysis has a number of possible applications in marketing research. These include data reduction, structure identification, scale, and data transformation. There are essential three steps in a factor Analysis solution. The first is to develop a set of correlations between all combinations of the variables of interest. Since we are using correlations, we must then be second step is to extract a set of initial factors from the correlation matrix developed in the first step. The third step is to “rotate” the initial factors to find a final solution.

Second type of data analysis is SEM (structural equation modeling), it has become an established component of the methodological repertoire of marketing and consumer behavior researchers. There are at least two features that make SEM an attractive candidate for purposes of data analysis. First, SEM allows the researcher to take into account explicitly the inherent fallibility of behavioural science data and to assess and correct for measure unreliability provided multiple indicators of each construct are available. Second, SEM makes it possible to investigate in a straightforward fashion comprehensive theoretical frameworks in which the effects of constructs are propagated across multiple layers of variables via direct, indirect, or bi-directional paths of influence. These advantages, coupled with the development of ever more sophisticated, yet surprisingly user-friendly computer programs to estimate and test such models, make it rather likely that SEM will enjoy widespread use in future research. (Baumgartner and Homburg. 1996). Apart from its use in measurement analysis, SEM is usually employed in studies investigating linear structural relations between constructs based on cross-sectional data. Ideally, each construct is measured by multiple indicators so that measurement error can be taken into account. However, in cases where only a single indicator of a construct is available, SEM still provides several benefits. For example, if the researcher has some idea about the extent of measurement error in an observed variable based on earlier work or other studies, this information can be incorporated into the model by fixing the error variance to a non-zero value. If no information about measurement error is available, the researcher can still conduct sensitivity analyses to assess the robustness of parameter estimates to measure unreliability. (Steenkamp and Baumgartner. 2000). As on Causal Modelling is generally credited with bringing the technique to the attention of a wide audience of marketing and consumer behaviour researchers, and articles in which structural equation modelling is used for data analysis now appear routinely in most leading marketing and consumer behaviour journals. The popularity of the methodology is apparent from the recent introduction of the version of LISREL.

## **TEORETICAL FRAMEWORK**

The ratings to information sources (internal and external information sources) for tourism destination product or services potentially affect the tourists information search and purchase decision, and the tourists characteristics will influence this ratings of information search.



## References

Barrick John A and Brian C. Spilker. 2003. The relations between knowledge, search strategy, and performance in unaided and aided information search. *Journal of Organizational Behavior and Human Decision Processes*. Academic Press.



- Baumgartner Hans and Christian Homburg. 1996. Applications of structural equation modeling in marketing and consumer research: A review. *International Journal of Research in Marketing*. Elsevier Ltd.
- Bing Pan and Daniel R. Fesenmaier. 2006. Online Information Search: Vacation Planning Process. *Annals of Tourism Research*. Elsevier Ltd
- Blackwell Roger D. Engel Janus F. Miniard Paul W. 2005. *Consumer Behavior* 10E. The Dryden Press.
- Chen Joseph S. 2001. A case study of Korean outbound travelers' destination images by using correspondence analysis. *Tourism Management Journal*. Elsevier Ltd.
- Claudia Seabra, Jose Luis Abrantes, Luis Filipe Lages. 2007. The impact of using non-media information sources on the future use of mass media information sources: The mediating role of expectations fulfilment. *Tourism Management Journal*. Elsevier Ltd.
- Dogan Gursoy and Ken W. McCleary. 2003. An Integrative Model Of Tourists' Information Search Behavior. *Annals of Tourism Research*. Elsevier Ltd
- Dogan Gursoy and Terry Umbreit. 2004. Tourist information search behavior: cross-cultural comparison of European union member states. *International Journal of Hospitality Management*. Elsevier.
- Deborah Kerstetter and Mi-Hea Cho. 2004. Prior Knowledge, Credibility and Information Search. Elsevier Ltd.
- Gyehee Lee, Choong-Ki Lee. 2009. Cross-cultural comparison of the image of Guam perceived by Korean and Japanese leisure travelers: Importance–performance analysis. *Tourism Management Journal*. Elsevier Ltd
- Hoyer Wayne D. MacInnis Deborah J. 2007. *Consumer Behavior* 4E. Houghton Mifflin.
- Liping A.Cai. Roumei Feng. and Deborah Beiter. 2003. Tourist Purchase Involvement and Information Preferences. *Journal of Vacation Marketing*. Henry Stewart Pub.
- Money R. Bruce and John C. Crotts. 2003. The effect of uncertainty avoidance on information search, planning, and purchases of international travel vacations. *Tourism Management Journal*. Elsevier Ltd.
- Steenkamp Jan-Benedict E.M. and Hans Baumgartner. 2000. On the use of structural equation models for marketing modelling. *International Journal of Research in Marketing*. Elsevier Ltd.
- Swarbooke J and Horner S. 2007. *Consumer Behavior in Tourism* 2E. Elsevier Ltd. Oxford
- Tinson J. Nancarrow C. and Brace I. 2008. Purchase Decision Making and the Increasing Significance of Family Types. *Journal of Consumer Marketing*. Emerald Ltd
- Zikmund William G. 2002. *Business Research Method*. 9E. The Dryden Press