FACTORS INFLUENCING TOURISTS' DECISION IN VISITING MANDEH RESORT IN WEST SUMATERA INDONESIA

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Abstract- This study is aimed at determining some factors influencing public in visiting Mandeh Resort located in Painan, one of well-known tourism destination in West Sumatra Indonesia. The population of this research was the tourists who were attending their holidays on those site. The sample of the research was randomly taken by using accedental sampling technique. The number of the sample was 100. Data was analized by using SPSS version 20. The obtained data was analyzed through descriptive Analysis Technique and The Factor-Analysis model. The research reveals that there are four main factors influencing public in visiting Mandeh resort in West Sumatra. The first factor are tourist guide availability and security . The second factor is the availability of worshipping area. The third factor is the great number of visitors of the site, while the fourth factor is uniqueness of the tourist destination

Key Words- Tourist, visitor, buying-decision, destination, tourism

I. INTRODUCTION

Tourism has been regarded as the most rapid growing industrial sector in the world during the past decades as it is stated by United Nations World Tourism Organization (UN-WTO) that 8% of export goods and services are dominated by tourism sector. This sector contributed 37% of whole international trading that it becomes the ultimate catalyst of world social-economic development. The annual growth rate of tourism sector is stated as 4%. United Nations World Tourism Organization estimates that the number of international trip will be around 1.6 billion in 2020.

Indonesia is the largest archipelago in the world that it consists of ± 18.110 islands spread along the 108.000 km of coastal line. This country has great natural potential, vast amount of biodiversity, prominent pre-historical and historical inheritance, as well as diverse arts and culture which can be potential sources and capital for tourism development sector. Nationally, tourism sector offers significant contribution toward Indonesian economics growth in 2014. The contribution toward GDP is 4.01% and the estimation of multiplier effect of tourism toward gross domestic product is 9%. It is estimated that the national income from this sector is US$ 10,69 billion. Moreover, the work force required in the sector is 10,3 million people. Tourism absorbs 10,18 million work force or 8,9% of the total national labor that it is considered as the a sector which absorbed the fourth biggest work force in the nation. (National Statistic Board, 2014)

West Sumatera, well known as Ranah Minangkabau, is one of provinces in Indonesia located in 0,54'N, 3,30'S and 98,36'W-101,53'E, the covered land is 42,2K km(id.wikipedia.org). It is situated in the west coast of Hindian Ocean, and spread almost along the Bukit Barisan mountain range.

The tourism potential of West Sumatera is gifted due to the geographical condition, history and culture. Besides vast number of tourist sites, the province is either globally well-known for the culinary potentials. Rendang, one of the famous cuisines in West Sumatera has been admitted as the most delicious food in the world. This statement is based on the survey of CNN, published in CNN Go. The survey is collected through CNN facebookaccount. http://www.republika.co.id/berita/gaya)

Many reformation in West Sumatera tourism sector have been conducted by local authorities after earthquake in 2009 and tsunami in 2010. Various activities initiated by the local government and other tourism practitioners to attract tourists' interest to visit the province, especially international tourist. According to the national data, the visit of foreign tourists in January 2015 contributes 0,45% out of total number of foreigners visitation in Indonesia. Meanwhile, the number of domestic tourists is 723.039 (Official data of Provincial Statistic Board of West Sumatera No.17/03/13/Th.XVIII, 2 March 2015)

In Indonesia , the tourism sector is considered as a potential sector in the future. The contribution of the tourism industry in economics in 2014 for the economy (GDP) amounted to 4.01%, and when taking into account the multiplier effect of tourism's contribution to GDP reached about 9%, foreign exchange generated by tourism amounted to US $ 10.69 billion, total employment in the field of tourism as many as 10.3 million people. Employment in this sector has also reached 10.18 million people, or 8.9% of the total national workforce that is the sector's fourth largest creator of employment (National BPS 2014)

West Sumatra is one of the province in Indonesia has nice view location for tourism except Bali and other part of Java. After the earthquake in 2009 and the tsunami in 2010, West Sumatra tourism industry has begun to improve it self. Various activities has been done by local governments and stackholder to

develop visitor tourism and attract visitor to visit West Sumatra by exibition and educated information . Foreign tourists in January 2015 it accounted for 0.45 percent of the total foreign tourists visiting Indonesia with total national tourists are as many as 723039 visitor (News Release of West Sumatra Province 17/03/13 / Th.XVIII, March 2, 2015).

Table 1.1
Number of International Toursit in West Sumatera

Country	Year				
	2009	2010	2011	2012	2013
USA	794	326	293	363	290
Canada	144	54	37	248	-
French	328	325	337	418	458
Germany	246	110	131	162	193
Italy	233	100	108	134	-
Holland	274	141	201	249	94
Switzerland	155	54	58	49	-
England	392	324	211	267	309
Singapore	3.621	221	231	443	929
Malaysia	33.567	22.294	24.702	30.630	36.234
Australia	1.472	1.751	1.326	1.644	2.275
New Zealand	166	107	154	191	-
Japan	221	180	127	2.160	206
Others	5.670	1.144	127	1.742	7.575
Total	47.263	27.091	29.638	36.953	48.583

Source : Culture and Tourism Board of West Sumatera (2014)

II. THEORETICAL BACKGROUND AND METHOD OF THE RESEARCH

Purchasing Decision

Setiadi (2003:332) states that consumers' purchasing decision refers to integrative process in combining the existing knowledge to evaluate two or more alternatives and to select one of the alternatives. The integrative process is regarded as a choice cognitively presented as a wished behavior.

Making Decision Process

Setiadi (2003 :14) states that specific purchasing process consisted of problem recognition, information findings, alternative evaluation, purchasing decision and post purchasing-behavior

Research Method

The research was conducted in Mandeh, Painan, of West Sumatra. The population of the research was visitors of the site. According to Istijanto (2009:113) sample of the research is drawn from the population and is regarded as smallest part of the population which becomes the sample and object of the research. Sampling technique applied in this study was purposive sampling (Sugiyono, 2003:85). purposive sampling is usually determined by certain consideration. Data was collected through questionnaires consisted of questions ordered pursuant to Likert scale. Factor analysis test is grouped in factors influenced visitors' purchasing decision in Painan.

According to Istijanto (2009:93) the analysis tends to accommodate every single data or respond of the respondent obtained during data collection that advanced perspective can be drawn. Qualitative analysis was conducted for qualitative data collected through exploratory study using factor analysis test.

III. ANALYSIS AND DISCUSSION

3.1. Characteristic of Respondents

Respondent characteristics refer to description of sample personal data, namely age, residence, sex, educational background, information source related to the sites, visiting frequency, visiting duration, and satisfaction rate. The description of the participated respondents can be viewed through the following table.

Table 4.1
Respondent General Description

Keterangan	Number	Percentage (%)
Age		
16^{th} - 25^{th}	37	37
26^{th} - 35^{th}	32	32
36^{th} >	31	31
Total	100	100
Residency		
Padang	29	29
Painan	15	15
Others	56	56
Total	100	100
Sex		
Male	57	57
Female	43	43
Total	100	100
Educational Background		
Elementary School	0	0
Junior High	6	6
Senior High	46	46
College (D3)	8	8
Bachelor (S1)	40	40
Others	0	0
Total	100	100
Information Source		
Newspaper/ magazine	2	2
Friends/ Relatives	76	76
Internet	18	18
Television/Radio	1	1
Brochure/ Leaflet	1	1
Others	2	2
Total	100	100

Visiting Fequency		
1x	34	34
2x	21	21
3x – 4x	14	14
5x >	31	31
Total	100	100
Visiting Duration		
1 - 2 hours	12	12
2 – 4 hours	57	57
4 – 6 hours	19	19
6 hours >	12	12
Total	100	100
Satisfaction Rate		
Yes	98	98
No	2	2
Total	100	100

Source : Research Data Analysis (2016)

3.2. Analysis Factor

The rationale of analysis factor in this research is to reveal some factors that become the tourists' background of visitation to the tourism objects in Painan. The steps conducting in factor analysis are described through the following description points:

3.3. Variable Independence Test in Correlation Matrix

Pursuant to sample sufficiency assumption test and inter-variable correlation conducted by using SPSS program, the result can be described as the following table:

Table 4.2 Variable Independence Test and Correlation Matrix KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.834
Bartlett's Test of Sphericity	Approx. Chi-Square	658.742
	df	120
	Sig.	.000

Source : Research Data Analysis (2016)

The sampling adequacy can be determined by looking at value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO-MSA). When the value of the KMO-MSA is bigger than 0,5, it can be concluded that the number of the sample is adequate. Of the analysis it can be seen that the value of KMO-MSA was 0,834. It can be concluded that assumption of sampling adequacy had been fulfilled.

The strength Inter-variable correlation can be determined through the use of significance value of Barlett's Test of Sphericity. When the value is less than 0,05 it can be concluded that the whole inter-variable correlation is sufficient. Pursuant to the data, it can be seen that the values of Barlett's Test of Sphericity are 658,742 and sig. 0,000. It is obvious that 0,000 is less than 0,05 that assumption of sufficient inter-variable correlation was fulfilled.

The closeness of inter-variable was tested by using Measures of Sampling Adequacy (MSA), that the bigger value of 0.5 indicating the relation of variable is adequately strong, yet the lesser MSA value indicates weak inter-variable correlation. To obtain the value of partial correlation, the inter-variable correlation has to be strong, yet the correlation with other variable has to be less (Anti Image Correlation). Based on the data analysis it can be examined that no single correlation is less than 0.5 that the analysis can be continued.

3.4. Extraction Factor

Technique of factor analysis was selected pursuant to the capability in explaining the the data as well the accuracy rate of analysis model. In this study PCA (Principal Component Analysis) model was selected as it can determine an accurate cumulative percentage value. Through PCA (Total Variance Explained is attached) technique it can be drawn that the value of variant cumulative percentage is 62,797%. It implies that the technique is sufficient to describe the data 62,80% while the rest 37,20% cannot be determined through this technique. Thus, the technique possesses sufficient capability in explaining the obtained data as the value is more than 50%.

3.5. Total Variance Analysis

Factoring (Total Variance Explained) was used to see the number of optimal factors in explaining the variants of the 16 items and Eigenvalues to describe the relative importance of each factor in determining variants of the 16 items was analyzed. The Eigenvalues was always ordered from the biggest number to the smallest one. The total of Eigenvalues numbers for the whole items are identical to total number of variants of the 16 items. Eigenvalues value < 1 was not used in determining the number of the existed factor. After the analysis was conducted through SPSS program, of the 16 items used to know the background reasons of visiting the tourism sites in Painan can be simplified into 4 prominent factors. The ultimate reason is tha the value of total variance resulted by those 4 factors gaining higher value than other factors, namely Eigenvalues > 1 as it can be observed from the following table:

Table 4.3 Factor Determination

Component	Total	Variance %	Cumulative
Factor 1	5,872	36,699	36,699
Factor 2	1,859	11,617	48,316
Factor 3	1,313	8,204	56,520
Factor 4	1,004	6,277	62,797

Source : Research Data Analysis (2016)

Based on the data analysis described by table 4.3, it can be observed that the first factor possess total of Eigenvalues 5,872 and the percentage of variance value is 36,699%. The total value of Eigenvalues in the second factor was 1,859 and the percentage of variance value is 11,617%. Moreover, the total values of Eigenvalues in the theird and fourth factor are 1,313 and 1,004 while the percentage of variance value for the two factors are 8,204% and 6,277%.

3.6. Matrix Factor

Matrix factor is factor analysis result conducted before it is rotated. The factor consisted of factor coefficients (loading factors) used to state the standardized variables of the related factors. The coefficient score of loading factor which is more than 0.5 shows the higher correlation between those factors. The obtained matrix factor of the study is described pursuant to the table 4.4 below:

Table4.4
Matrix Factor Data Analysis

Factor	Item		Loading Values
Factor 1	Item 8	Location Accessibility	0,630
	Item 9	Convenience prices of offered souvenirs	0,602
	Item 10	Tour Guide Availability	0,744
	Item 11	Good Security system	0,744
	Item 13	Availability of good and clean restaurants	0,691
	Item 14	Availability of clean accommodation	0,651
Factor 2	Item 4	Serenity of the site	0,515
	Item 6	Comfort	0,608
	Item 15	Sufficient Worshipping Site/ Mosque	0,855
	Item 16	Proper parking lot	0,812
Factor 3	Item 5	Vast number of visitors	0,692
	Item 7	Sanitary tourist spot	0,559
Factor 4	Item 1	Picturesque View	0,647
	Item 2	Uniqueness of Tourism Site	0,867

Source : Research Data Analysis (2016)

Pursuant to the data analysis, it is obtained that the 16 items can be classified into 4 components or factors due to loading factor which is > 0,5. Factor 1 consisted of item 8,9,10,11,13, and 14, component or factor 2 consisted of 4,6,15, and 16, further the 3rd component consisted of 5 and 7, and component or factor 4 consisted of 1 and 2.

Rotation of varimax through 5 times convergent iteration was necessarily conducted to obtain simple data structure in which each variable was able to describe the standardized variables of each factor. Based on the analysis, it is discovered that the result of the rotation conducted based on Rotated Component Matrix, the whole variables belong to proper classification. The analysis of the matrix rotation is revealed in the following table:

Table 4.5
Matrix Rotation

Factor	Item		Factor	Loading Values
Factor 1	Item 8	Location Accessibility	Infrastructure	0,630
	Item 9	Convenience prices of offered souvenirs		0,602
	Item 10	Tour Guide Availability		0,744
	Item 11	Good Security system		0,744
	Item 13	Availability of good and clean restaurants		0,691
	Item 14	Availability of clean accommodation		0,651
Factor 2	Item 4	Serenity of the site	Facilities	0,515
	Item 6	Comfort		0,608
	Item 15	Sufficient Worshipping Site/ Mosque		0,855
	Item 16	Proper parking lot		0,812
Factor 3	Item 5	Vast number of visitors	Population	0,692
	Item 7	Sanitary tourist spot		0,559
Factor 4	Item 1	Picturesque View	Comfort	0,647
	Item 2	Uniqueness of Tourism Site		0,867

Source : Research Data Analysis (2016)

The figure shows that the whole 16 items are covered in the four factors. These items are the ultimate background reasons of visitors to visit the tourist sites in Painan.

3.7. Factor Interpretation

Pursuant to result analysis of factor rotation in table 4.5, the 16 variables possess the loading value more than 0.5 combined into 4 factors and the total variance is 62,79%. Loading factors identifies the correlation between variable and obtained factor values. The interpretation of the four factors are described as followed:

1.Factor 1

Result of factor analysis obtained 36,699% of variance percentage bigger than the second and third factors.

Based on the result it is revealed that the first factor is the most dominant one in determining the visitors decision making in visiting the tourist spot in Painan. The first factor consisted of 6 items namely location accessibility, reliable souvenir prices, guide availability, good security management, proper and clean restaurant and café and convenient accommodation. Those items possess various loading ranged from 0,602 to 74,4%. The highest correlation obtained on variables of the availability of guide and good security system 74% while the lowest correlation is revealed on variable of reliable souvenir prices 60,2%. Thus, the loading factor indicates that the availability of tour guide and good security system were selected as surrogate items.

2.Factor 2

Beside the 6 items, there are three more factors that become the basic decision making in visiting the tourist site in Kota Painan. The variance of the second factor is 11,61% supported by the following items, namely the serenity of place, and the comfort of the site, worshipping area/mosque and convenient

parking lot. The four items in the second factor possess range loading value started from 0,515 to 0,855 implying that the correlation between the variables and the factor is 51,5 to 85,5%. The loading factor indicates that the availability of worshipping place or mosque was selected as surrogate item.

3.Factor 3

The third factor which becomes the background reason for the tourists in visiting the tourist spot in Painan is revealed from the variant percentage, namely 8,704% supported by great number of tourists and location accessibility which range loading started from 0,559 to 0,692 implying the correlation of inter-variable with the factor is 55,9 to 69,2%. It is obviously revealed that the great number of visitors becomes the surrogate items.

4. Factor 4

The fourth factor of the basic reason of tourist visitation in Painan is revealed through the value of variance percentage, 6,277% supported picturesque view of the site and the uniqueness of the spot which possessing the loading ranged from 0,647 to 0,867. It means that the correlation between variable the factors is 64,7 to 86,7%. It is concluded that the uniqueness of the spot was selected as surrogate item.

IV. Discussion

There are four factors determined by public to visit the tourist site in Kota Painan. The first factor is infrastructure consisting of accessibility of the location, reliable souvenir price, availability tour guide, good security system, clean and great restaurants and cafeteria as well as convenient accommodation.

The second factor is offered facilities supported by the serenity and the comfort of tourism, availability of worshipping area/ mosque, and sufficient parking lot. Those are the strategy of local authorities to gain people interests to visit the tourist site in Kota Painan.

The third factor influencing public interests to visit the tourist site is the population consisting of great number of other visitors, and cleanliness of the site. Finally the fourth factor is comfort including picturesque view and uniqueness of the site

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