

Perspective Model of Alternative Tourist Behavior

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Abstract

The development of information technology affects all aspects of life. Especially in changing tourist behavior. The concept of tourist behavior is related to the behavior of tourist activities in tourist destinations. Tourist behavior is a study of units and decision-making processes involved in receiving, using and determining tourist products. The development of the economic sector in the service sector also has an influence on tourist behavior. Especially directed at the type of tourism product. Covering the service process for tourists that tends to the element of tourism services. Tourists do not only expect the existence of tourism products. But elements of service quality, social and psychological functions influence tourist behavior.

Keywords: Tourist, behavior, process, model.

1. INTRODUCTION

Tourist behavior is part of consumer behavior. Given that tourists are consumers who utilize tourism products. There are quite a lot of explanations about consumer behavior. Among them according to Mowe, *Consumer behavior is the study of the units and decision-making processes involved in obtaining, using, and disposing of goods, services, and ideas*. This definition explains that consumer behavior is a process of making purchasing decisions. Purchasing decisions made by each individual or group are related to the use and selection of products. Where products can be in the form of goods or services. Meanwhile, according to Schiffman and Kanuk, *consumer behavior is a study of how individuals make decisions to use the resources they have on consumption related to products*. Understanding consumer behavior leads to making purchasing decisions. And determining the budget available for the purchasing decision. Budget allocation is quite important for consumers to consider. because the budget is a factor that limits the amount that can be consumed. Meanwhile, according to Kotler, consumer behavior as final purchasing behavior, individuals or households, buy products for personal consumption. Consumers are individuals who use products for their own interests. Not for resale like traders. Products purchased by consumers will be used by the consumers concerned. It is a manifestation of the use of the inherent function of the product. Meanwhile, according to Engel *et al* Consumer behavior leads to actions to obtain, consume products, and the purchasing decision process. This definition shows consumer behavior as part of the act of buying a product, and the process after the purchase. From several definitions of consumer behavior, it can be concluded. If consumer behavior is an activity related to buying and using a product. The process before and after the purchase decision. As well as the use of the right budget allocation related to the purchase decision. In the comparison process model or model comparing the consumer decision process. It is a model that divides into two points of view on consumer behavior. Between the perspective of consumers as product users. And the entrepreneur in this case the marketer or marketer as an observer and who determines the strategy related to consumer behavior that has become its target market. Principle this model explains the comparison of consumer decision perspectives (consumers perspective) and the perspective carried out by the marketer (marketers perspective). There are three stages of the decision process including the process before the purchase (prepurchase issues), purchase (purchase issues), and after the purchase (postpurchase). These three stages are compared between the consumer perspective and the marketer perspective. *The stage before the purchase*, for the consumer is part of the problem related to needs and desires. And how to find information related to the problem of the product that is needed and desired. Meanwhile, from the marketing perspective, the pre-purchase stage is an effort to find out how consumers respond to these problems. When to make a purchase, and where to make a purchase. *The purchase stage*, from the consumer perspective, is part of the answer to the evaluation process of problems related to brands and products. And whether the product has been able to answer the needs and desires of consumers. While from the marketer's perspective, it is an effort by marketers to understand how consumers decide to purchase. And understand the situational factors that influence purchases. *The post-purchase stage*, from the consumer's perspective, this stage is how the product is able to perform its function properly. And how the product works so that it can realize consumer satisfaction. While from the marketer's perspective, this stage is the stage of understanding the conditions of consumer satisfaction or dissatisfaction with the product. As well as the continuation of

consumer behavior when a product evaluation has been carried out. So that marketers can evaluate the existence of their products.

2. RESEARCH METHODS

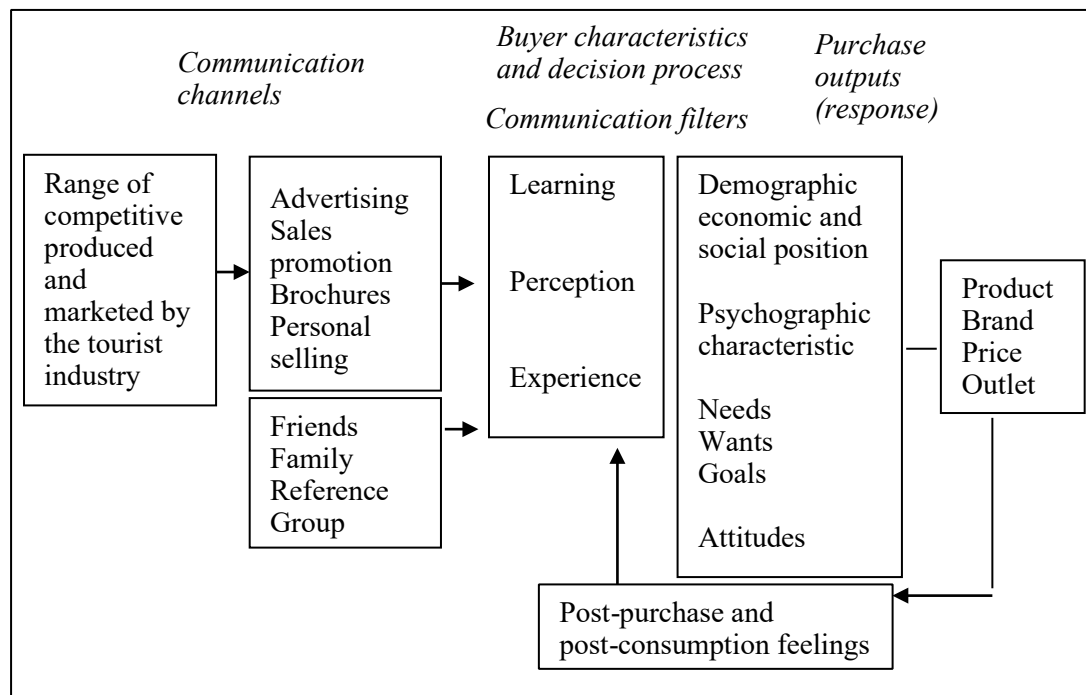


Figure 1 Stimulus-Response Model of Buyer Behavior (Middleton, 1994)

In the stimulus response model or consumer response to the marketing push, this is a series of consumption behavior processes carried out by tourists. In this model, in principle, it is divided into four stages of the process. The *stimulus input stage*, *communication channels*, *buyer characteristics and decision process*, *purchase outputs*.

input stimulus stage, or the stage of response as a result of encouragement or stimulation from marketers in the tourism industry. As well as encouragement from other tourism organizers such as alternative tourism products. Before carrying out tourism activities, tourists previously received or obtained promotional information from marketers and other competing products. The input is needed by tourists to determine the tourism destination products to be visited.

Communication channels stage, in this stage tourists will look for information related to the tourist destination plan. The information needed can be obtained from advertising, sales promotion of tourism products, brochures related to tourism products and other alternative tourism products (brochures), the existence of tourism marketers provided by the tour organizer (personal selling), and from public relations that can clarify information about the existence of tourism products and their advantages (public relations). *The buyer characteristics and decision process* stage is the most important part of the consumer behavior process because in this stage the decision to consume is made. This stage is divided into two areas, *communication filters* and *motivation*. The areas related to communication filters include the *learning* process, the existence of views according to tourists on the product (*perception*), and the experience and actions that consumers have taken on the product (*experience*). While the motivation field emphasizes more on the role of demographic structure, socio-economic class position (*demographic economic and social position*), psychological characteristics of tourists (*psychographic characteristics*) have a role in the behavior of each tourist, attitudes (*attitudes*) and the needs, desires and goals of tourists towards tourism products. *Purchase outputs* stage, is the next step in the purchasing decision process, including product type, brand, price, and product purchase location (*product, brand, price, outlet*). After this as a conclusion, tourists will conduct an evaluation related to the tourism decision. The evaluation results will determine the next tourism decision process (*post purchase and post consumption feelings*).

In this tourist behavior model, it is a development of consumer behavior forms by emphasizing the conventional consumer behavior process. By going through several stages such as recognizing problems, collecting information, selecting information, decision processes, and post-purchase evaluations.

In this model, the consumption process stage is carried out by tourists. Thus, the stages start from feeling the need to travel (*felt need/travel desire*), followed by collecting information and evaluating all information related to tourism products. (*information collection and evaluation image*). Deciding on the tourism product to be used and comparing alternative products (*travel decision-choice between alternatives*). Making preparations before traveling and trying other possible travel options (*travel preparation and travel experiences*). Then followed up with an evaluation after traveling. Does it provide satisfaction or dissatisfaction with traveling. Then a further evaluation is carried out in preparing future travel plans.

This model is part of the basic framework of the consumer decision-making process (*consumer or decision maker*). The consumption process is influenced by four areas of the internal consumer. Such as motivation and ability, consumer perspective, consumer learning process, consumer individual attitudes and characters (*motivation or energizes, perception, learning, personality/attitude*). From the internal areas, it is influenced by external factors. Such as socioeconomic influences (*socioeconomic influences*), cultural and habitual influences (*cultural influences*), environmental and family influences (*family influences*), and the influence of reference providers and role models (*reference group influences*).

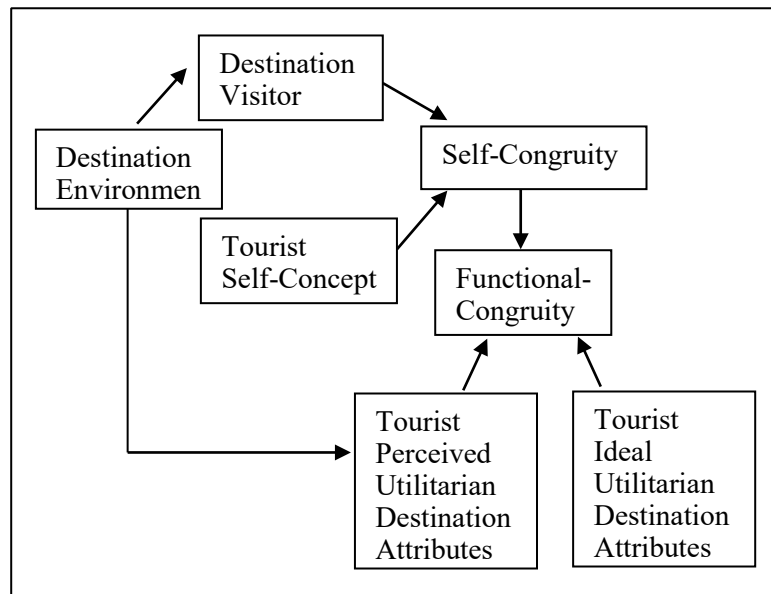


Figure 2 Conceptual Model

In this model, it is a form of the process of conformity and function carried out by tourists towards tourism products. The environment of the tourist destination as a factor that encourages potential tourists (*destination environment*). The environment of the tourist destination will build the impression of tourists about the intended tourist destination (*destination visitor image*). In addition to the understanding and concept owned by tourists related to tourism products (*tourist self-concept*). Furthermore, it encourages self-adjustment and then influences the function of conformity (functional-congruity). This condition is influenced by two other attribute components such as those received by tourists, benefits, and tourist destinations (*Tourist Perceived Utilitarian Destination Attributes*). As well as the component of the benefit attribute desired by tourists (*Ideal Utilitarian Destination Attributes*). And in the end as a result of the benefits of the function felt by tourists. Will lead to the benefits of tourism activities that can be felt by the tourists themselves (*SelfCongruity*).

3. CONCLUSION

Tourist behavior is an activity that involves factors that influence and are influenced. Influencing factors can be internal and external factors. Internal factors such as tourist characteristics and tourism marketing strategies. While external factors can be the environment outside management. A model can be used to simplify the explanation of the influence of each factor in the tourist decision process. Because the model function makes it easier to explain the flow of relationships between each component that influences each other. Without changing the flow of relationships between each factor and tourist decisions. So the model that is considered to be close to the actual conditions is part of the tool to clarify the relationship between each influential factor. A model certainly has a model function that explains the

components in the conditions described. Among the functions of the model is being able to be an explanatory function (*descriptive*). Explaining the relationship of each stage. In order to be able to explain and conclude the conditions that occur. The function of the model is also a medium for estimating future events (*prediction*). The model must also be able to be a deeper explanatory function (explanation) of a condition that is represented. Explaining the relationship between each stage at another stage. The function of the model should also be able to be a controlling factor (*control*) of the possibilities that will occur.

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