

Purchase Decision Process and Types of Tourism Strategy

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ABSTRACT

In the decision process consumer as traveler something planning and preparation is problems that lead to a destination. Tourists The same case in point with consumer before get expected product will face a series problem related with product . Series problem is part from existence cause and effect and use product . Consumer need products and how the process follows when will get products. As well as the processes that will be happen after get desired product. There is a series activities carried out when consumer purchasing (*consumer purchase decision process*). Series activity the covering introduction problem (*problem recognition*), collecting information (*information search*), evaluation to alternative information (*evaluation of alternatives*), *purchasing* (*purchase decision*) and behavior after purchasing behavior (*post purchase behavior*). The process of taking decision purchase started from existence problem (*problem recognition*). Problem is factor driver For do something . Problem consumer related with existence needs and wants to brands and products. When somebody will traveling to something a place that is far away considered far away . So it is necessary tool transportation For reach place those . Needs to tool transportation is answer from existence problem reach place said . With thus can concluded existence problem is beginning from existence needs and wants to products that can finish problem .

Keywords : *Purchase, Decision, process*

1. INTRODUCTION

The existence of needs and desires to something product lead to the search information (*information search*) about product . Search and collection information can obtained from provider products , for example from information promotion . But information can also be obtained party others , such as from fellow consumers , or reference party others . Media providers information moment This Enough many and varied . In line with progress technology information, such as television, internet. It is very helpful consumer in get supporting information in settlement problem Next steps in the decision process consumption is do activity evaluation to alternative information (*evaluation of an alternative*). Information that has been collected will done evaluation based on level needs and interests . The resulting evaluation in form a number of alternative the information needed . Because it is not require all information that has been obtained used all . Purchasing (*purchase decision*) is part most important from results decision purchase. Activity purchase covering time purchase, location purchase, type product, alternative product selected. After done purchase to be continued with behavior after purchase (*postpurchase behavior*). Occurrence purchase product No means consumer No continue the decision process purchase . After purchase consumer will do evaluation to products that have been purchased . Assessment after purchase produce conclusion to continuation consumption of the product. If consumer give evaluation Good to product. Indication beginning existence satisfaction. So that No close possibility will happen purchase repeat . While If evaluation consumer give doubts about the product . Of course consumers will do consideration repeat to use product . But if consumer give evaluation product No good , because product considered No give satisfaction . Form risk from existence dissatisfaction consumer will stop purchase to product .

As example from the retrieval process decisions made a traveler with the plan For go to Bali. At first existence desire fill in day his holiday with activity tourism. The emergence of desire For traveling is problems solved by tourists the problem. related For realize desire fill in holiday with traveling . Desire traveling push traveler search and collect information related with plan journey tour. Information collected from various resources can obtained from brochure package tourism websites, social media, and resources bureau information service journey tourism, flyers package tour from manager tourism. With all planned tour program instructions, including transportation, accommodation, event activities tour when until in place objective tourism. After the collection process information considered complete . Overall information evaluated based on relevance and information with plan tourism. After

considered Enough evaluation choice information based on relevance and interests from information those . Tourists will determine choice package product expected tourism mentioned . Considerations time , energy, cost and power pull Of course become base in determine product tourism . Such as Visiting to object tour beaches, lakes, mountains, attractions culture local. After enjoy holiday traveling to island to the island of Bali . Tourists will evaluate journey the tourism satisfying or No satisfactory . If during traveling feel pleasant benefits Of course will give evaluation satisfactory . Will be followed up with visit to same place . On the contrary If during traveling No get satisfaction . Tourists No repeat traveling in the same place.

1.1. Type Traveler

Traveler is consumers who do purchase product tour like destination tourism , facilities , services and products need tour others . So tourists can it is said as consumers who are do purchase to something product . So that behavior tour related with purchase product tour can shared become a number of type tourists . Like as if in theory behavior consumer related with the decision process purchase No always follow linear flow in the consumption process . Linear flow in taking decision started from introduction problem, looking for information, evaluation information, purchasing, and evaluation after purchase. Because consumers own different attitudes and views to brands and products . According to Mowen there is a number of type from consumer based on involvement consumer engagement consumer to brands and products . Engagement consumer in evaluate existence brand . It is effort consumer Compare brand, brand loyalty certain, even brand rejection certain. Involvement consumers on brands is evaluation consumer to brands that have been This known and current promoted by the seller . While involvement consumers on products is part form assessment of quality product, form physique products, benefits products, as well as convenience use product. involvement tall indicates If attention to brands and products high. Meanwhile involvement low indicates attention to brands and products low or not enough pay attention. The following there is a number of type consumer based on involvement in brands and products .

Complex buying behavior is form behavior consumers who tall in brand engagement consumers compare brand but also looking for Lots alternative available brands. And involvement in the product is also high, meaning consumer more thorough in look for strengths and weaknesses from product. From packaging, price, benefits, service and specifications product supporting it. Behavior that is complex This carried out by consumers who will consume goods with mark expensive economy. Like purchase car luxury, apartment, or do journey tour with budget high. But possibility factor characteristics consumer determine on behavior complicated purchases For example existence doubtful attitude towards products and tend to give negative assessment to product.

Variety seeking buying behavior , behavior This leading to involvement low on products, but brand engagement This intended. Forget various alternative brand. Or try existence brands that have been This Not yet known. Consumers tend not enough notice product, form physique products, benefits products as well as convenience use product. Condition This show If consumer want to try a brand. Product consumed tend product with mark economy cheap. Like bath soap , wall paint , equipment House ladder with mark economy cheap , perfume, and equipment electricity . Dissonance reducing buying behavior, type buyer thus involvement in the product tend high . This is done reduce risk products. Such as risk physical, risk time, risk financial and risk function product. Meanwhile brand engagement tend low. It means consumer No prioritize existence brand. Share consumer type This interest main is existence product. physique products, benefits products, as well as convenience use product. Example type consumer This is on purchase rare products used but own mark relatively expensive economy. Such as purchase furniture House stairs, carpets, ceramics, and also purchases. Habitual buying behavior part from behavior frequent purchases done consumers in general.

2. RESEARCH METHODS

Table 1. The process of taking decision tour

Identification problem	Need fill in time holidayDesire traveling Availability budget tour Time required tour
Gather information	Brochure promotion package tour Catalog object tour service touristCultural event information tour Information individual
Evaluation alternative	Product tour the same type as offered .Choice product replacement tour Priority location tour visited Supporting section smoothness tour
Choice product	When is it done? tour How long does it take? tour Where to travelWho did it
Evaluation product	Come back to visit to object tour Consider visit tourNo repeat visit to the same object

Whether traveler as consumer follow linear steps in the decision-making process decision traveling . From several case purchase No all decision process steps the used consumers . Moreover If consumer already very familiar brands and products . And has undergo purchase in a way periodic and deep a relatively long time . But No means the process of taking decision linear consumption No used again by consumers . According to Mowen is there a number of perspective on decision making decisions . Among them perspective taking decision traditional which includes decision involvement low (low involvement decision) and decisions involvement high (high involvement decision) , perspective taking decision experience (experiential perspective) , and perspective influence behavior (behavior influence perspective)

When consumers do purchase follow stages in the process of taking decision . Started from know problem , collecting information , evaluation information , purchasing , and evaluation after purchase . Show If consumer use perspective taking decision in a way traditional . In perspective traditional There are two possible decision processes purchase . Consumer do with involvement low (low involvement decision) . This means consumer simplify the decision process . Decision process done with A little involvement in choices brand and product . Definition from involvement show roles and interests consumer to brand and type product. Involvement low show consumer not enough notice brand and type product. On the contrary involvement tall means consumer notice existence brands and various type product as material consideration. Taking decision involvement low depending on the level brand and product recognition. The more known brand and product retrieval process decision done with involvement low . Product price participate influence decision in a way with involvement low . Product with price cheap decision process purchase more simple than expensive products .

Decision making process purchase with involvement high (high involvement decision). Involvement tall to consideration brands and considerations product . Consumer will carry out the evaluation process before decide purchase . Starting from introduction problem in a way deep, collecting information brands and products in a way wide. Evaluation choice information in a way to detail. To do purchase with comparison brands and also comparisons product. With the evaluation process after purchase done in a way deep .

Perspective taking decision experience done consumers who have experienced in understand brands and products Share consumer knowledge about brands and products Already considered enough. Then No required Lots information related with use brands and products. Influence experience from use brands and products give impact on the decision-making process decision purchase . So when done purchase next is part from refinement purchase previously . So that consumer will more jelly about brands and products . Introduction problem around How experience problem brands and products previously . Search process information based on settlement problem from purchase previously . Alternative evaluation is a comparison process from experience about brands and products . Choice brands and products based on impact experience previously

Perspective influence behavior more emphasize on factors behavior consumers.so that the decision-making process decision more tend influenced by behavior consumer. introduction problem based on characteristics behavior consumers . between One consumer with other consumers occur difference in understand problem brands and products . Search information more on the responses that have been studied. With evaluation more alternatives nature results behavior from empowerment himself. Meanwhile choice brands and products controlled by perception consumers.

3. CONCLUSION

The process of taking decision traveler can done individually or also collectively in groups . Individually showing traveler run the retrieval process decision with No involving group in a way directly . While the process of taking decision purchases made in a way group . Done with share roles and interests every tourists involved in the purchasing process . Kotler describes the purchasing process decision purchase in a way group share role every individual . Starting from attention , interest , decision , and purchase done a number of individual . Although later those concerned to purchase product only a individual. A family consisting of from father, mother , children and servants House stairs. Family This planning traveling go out city with utilise service transportation train fire . Consumption process service train fire started existence attention a child to service service train fire. After through the process of attention possibility Mother interested to service and acted upon. followed by the decision process from the father regarding use service train fire . After decided by father to use service train fire For traveling . Then a servant House the stairs given task For do action purchase (action) tickets train the fire required the .

Activity or process before purchasing , purchasing process and post-purchase process purchase services . Closely related with factors that influence behavior consumer services.Existence factors the No close possibility consumer do decision purchase.Or on the contrary, no do decision purchase.Factor influence purchase can originate from internal

and external. Kotler identify factors influence behavior consumer into five groups. Among them group cultural , social , personal , psychological and buyer That itself . And for subgroups cultural have subcultures and classes social. Meanwhile factor social consists of from subgroups references , family , roles and status. Psychological factors consists of from subgroups motivation , perception , learning , beliefs and attitudes .

Cultural factors element base in guide somebody do something action. Culture level understanding of activities life. Cultural factors can covering subculture , culture, class social . Culture is factor determinant main in translate wants and needs someone. Culture is very close with traditions in the environment around, like family, friends, groups. Possibility between one person with another. Tends to different Because factor influence wider scope small said. Smallest from culture is subculture, so that subculture can consists of from a number of group influential individuals directly to individuals. They own inclined views and judgments same . Class social , is relative arrangement structured and orderly in order society . With put forward aspect relative values , interests , and behavior same . Class social No limited to aspects economy, but covering more aspects wide. Like level income, welfare, education.

Social factors show existence individual in group social, group giver references, family, relatives, groups, and more groups wide. Existence individual in group determine behavior individual in consume . Decision process consumer based on custom from group . Even existence group made into as material references in consume. Role group Enough important in influence decision consumption. There is mark satisfaction If own similarities with group when decide brands and products consumed. Aspects social also reflects on the role in environment and status life social .

Personal factors part from those inherent in the individual , such as age and stage recycling life , position , condition economy , style life , personality , and concepts self . Age and stage recycling life , someone experiencing a life process that is marked existence age . Based on age can done grouping age children, adults, and the elderly. There are factors age pattern consumption also occurs differences . Products intended for for children, products intended for adults, and also products intended for parents. Meanwhile based on stage recycling life experiencing a number of stage or phase. Like phase toddler, phase children, phase teenager, phase adults, and phases old. Stages recycling life somebody influential to products consumed. Then happen change patterns and types consumed products in line with development phase Attitude determines pattern consumption from consumer. Strategy marketing directed attitude consumer to brand and product mix promotion realized in frame answer attitude consumers, and expected capable create positive attitude to brands and products. Attitude positive interpreted as attitudes that can receive and use brands and products. According Schiffman and Kanuk (1997) attitudes is expression from feelings (inner feeling), as well as reflect view somebody agree to something object. Associated with brand and product, then form attitude can in the form of Like or No Like to brands and products. With thus attitude is very important in determining the decision-making process consumption. Psychological factors covering motivation , perception , learning , and belief . Motivation according to Solomon (1999) is a causal process somebody do as he said do. And motivation is stimulation driving force somebody. For act, cooperate, work effective and integrated. Reach expected goals. Perception is part from evaluation somebody to something object. Then there is trend evaluation to something object between one person to another relatively No same. Perception can also be interpreted as as something series selection explaining and providing conclusion something object

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