

Increasing the volume of tourist visits through establishing repatronage behavior

Ariefah Yulandari

Management Study Program, Faculty of Economics, Setia Budi University, Surakarta, Indonesia

ARTICLE INFO

Article history:

Received January 9, 2024

Revised January 15 2024

Accepted January 21, 2024

Keywords:

Consumption emotions;
destination image;
Price rationality;
Repatronage;
Satisfaction;
Service quality.

ABSTRACT

This research uses Osman's (1993) theory, namely the idea of repeat purchases in stores giving rise to the concept of Repatronage Behavior. Over time, this concept was gradually applied to various service industries. Against this background, this research aims to examine the influence of repatronage behavior which is influenced by service quality, consumption emotions, satisfaction and price fairness. The population is tourists who visit the city of Solo by sampling using a purposive sampling method of 100 samples while hypothesis testing uses multiple regression analysis. The results of this research prove that the variables of destination image, consumption emotions, satisfaction have a positive or significant effect on repatronage behavior, while the variables of service quality and price rationality do not have a positive and insignificant effect on repatronage behavior.

This is an open access article under the CC BY-NC license.



Corresponding Author:

Ariefah Yulandari,
Management Study Program, Faculty of Economics,
Setia Budi University, Surakarta, Indonesia,
Jl. Lt. Gen. Sutoyo, Mojosongo, Surakarta City, Central Java, 57127, Indonesia.
Email: yolan_fe@setiabudi.ac.id

1. Introduction

Indonesian people have many reasons to visit tourist attractions. Especially after going through the Covid-19 pandemic for 2 consecutive years and healing after the Covid-19 pandemic after two years is really needed by the community so that signs of recovery in the tourism sector can be observed in new tourist attractions or those that are frequently visited for various reasons. Stress from daily routines, relationship conflicts, health crises, work-life and personal life imbalances, major life changes, excessive workloads, and even mental health fatigue are reasons why people need healing by doing activities at tourist attractions. An important factor in efforts to attract tourists is by creating repatronage behavior.

Data-based marketing strategies have become one of the most effective tools in increasing tourist visits. In today's digital era, data has become very valuable in understanding consumer behavior and determining the right target market. By using relevant data, companies can create effective marketing campaigns, improve campaign effectiveness with A/B testing, strengthen brand image with data-driven content marketing, and optimize customer experience. In this article, we will explore the steps to implement a data-driven marketing strategy and how this can significantly increase tourist visits.

Data-driven marketing strategies are critical in increasing tourist visits because data can provide valuable insights into consumer behavior. By understanding consumer behavior, companies can identify ongoing trends and preferences, thereby directing their marketing efforts more effectively. For example, by analyzing data, companies can find out what types of tourists most frequently visit a particular tourist destination, and can thus adjust their marketing campaigns to attract more tourists with the same profile.

Repatronage behavior involves tourists' experiences when they return to visit in the future. Repatronage behavior first emerged from the idea of repeat purchases in a shop (Osman, 1993). Over time, this concept began to be implemented in various service industry sectors. Repatronage behavior is described as a series of

positive behavioral experiences that encourage future return visits (Kim, 2012; Sulaiman and Haron, 2013; Latif et al., 2015). Efforts to create repatronage behavior, namely by maintaining and improving the quality and emotional experience at tourist attractions, can be an important strategy to support return visits by tourists. Consumption emotions are defined as a series of innate responses that arise from the use of goods purchased or sold by customers, and are a crucial factor in determining whether a consumer will make a repeat visit (Oliver, 1993; Westbrook and Oliver, 1991).

The consumption emotions that are created and give rise to a feeling of satisfaction at the level of price rationality, and product or service performance that exceeds customer expectations, then satisfaction will be achieved, so that it can be predicted that repeat visits will occur (Liao et al., 2009; Zeithaml et al., 1996). This satisfaction can encourage customers to make repeat visits or use the same service in the future (Zeithaml, 1988; Zeithaml et al., 1996; Sanchez-Fernandez and Iniesta-Bonillo, 2007; Ryu et al., 2010). This means that the price level in terms of price rationality and product performance in which there is a picture of the destination and tourist services that positively match the expectations of tourists means it can be ensured that tourists will make repeat visits.

The increasing number of tourist destinations in the city of Solo can be seen for 11 days from 15 to 25 December 2023. During those 11 days, approximately 150,000 tourists visited favorite destinations. It is estimated that there are approximately 150 foreign tourists, while the rest are domestic tourists. Approaching the peak event day and the peak event on New Year's Eve, it is estimated that tourists will increase by 15%. Data-based marketing strategies can increase tourist visits significantly. By using relevant data, companies can create effective marketing campaigns, determine the right target market, strengthen brand image, and optimize customer experience. With an effective marketing campaign, companies can attract more tourists and increase tourist visits significantly.

Observations identify that tourist repatronage behavior is very important as an indicator of increasing growth in the tourism sector. The marketing strategy of the Surakarta City Culture and Tourism Office plays an important role in achieving profits, which also contributes to the progress of the Surakarta City Government. Competition is certainly a challenge at the moment because each region is also competing to increase its tourism development. Efforts to improve tourist repatronage behavior are to determine variables that have constructs so that they can be identified more precisely so that the volume of tourist visits continues to increase at various tourist attractions in the city of Solo.

2. Research Methods

This research method is included in the quantitative category and aims to test the hypothesis that has been formulated. The survey method was chosen because it has the best external validity. Good external validity describes research conclusions that are expected to have broad generalization. Tourists who were present in the city of Solo during November to early January 2024 became the population in this study, and the sample size of 99.99 (rounded to 100) was obtained using the Slovin formula. The use of non-probability sampling with a purposive sampling method was applied as a sampling technique and data collection used a Likert scale. The data analysis tool uses multiple regression analysis, namely to see the magnitude of the number of tourists who behave in repatronage (Y) towards tourist attractions in the city of Solo which is influenced by the variables destination description (X1), service quality (X2), consumption emotions (X3), satisfaction (X4), and price rationality (X5). The research model is depicted as follows:

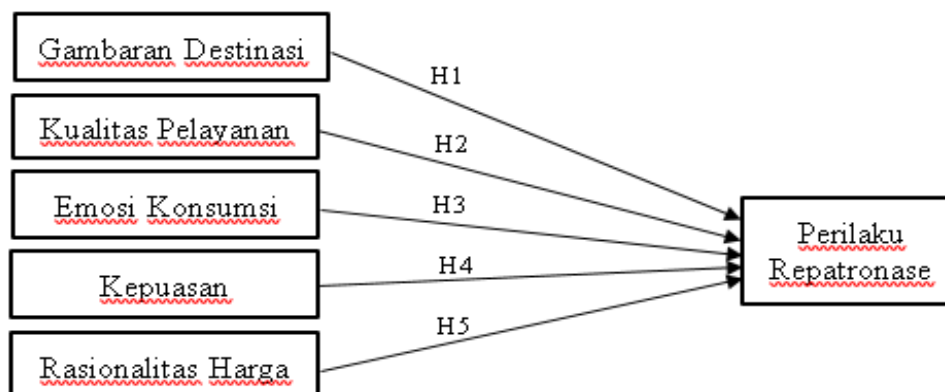


Figure 1. Research Model

3. Results And Discussions

Based on the results, the sample distribution based on gender was 42 men and 58 women (can be seen in table 1).

Table 1. Sample Distribution Based on Gender

Gender	Amount	Percentage
Man	42	42
woman	58	58
total	100	100

The sampling criteria that have been taken with the results can be seen in table 2, which shows the number of tourists who visited 2 times as many as 41 people, visited 3 times as many as 23 people, visited 4 times as many as 26 people and visited more than 4 times as many as 10 people.

Table 2. Sample Distribution Based on the Number of Tourists Visiting Solo City

No	Number of Tourists Visiting	Amount	Percentage
1	2 times	41	41
2	3 times	23	23
3	4 times	26	26
4	More than 4 times	10	10
	Amount	100	100

Samples taken using the purposive sampling method identified instability (up and down in numbers) of visitors to tourist attractions in the city of Solo. Testing of the 22 questionnaire items had valid and reliable results. Questionnaire items are said to be valid with factor loading ≥ 0.55 and do not have multiple values (cross loading) and all questionnaire items are declared valid. Valid questionnaire items in the variables studied have a reliability value greater than 0.6 so it can be concluded that all questionnaire items are reliable for use in collecting data (Table 3).

Table 3. Variable Measuring Tools and Validity and Reliability results

Variable	Indicator	Validity	Reliability	Results
Destination Overview (GD). (Anggraeni et al., 2022; Damardino et al., 2021)	1. Mind picture.	0.830	0.862	Valid and Reliable
	2. Feeling.			
	3. Perception of tourist attractions.	0.799		
	4. Objective knowledge.	0.742		
	5. Imagination.			
	6. Emotional thinking.	0.752		
Service Quality (KP) (Lewis and Soureli, 2006).	1. Own adequate facilities and equipment.	0.911	0.806	Valid and Reliable
	2. Provide good service,	0.839		

	3.	Perform services appropriately.	0.830		Valid and Reliable
	4.	Get information.	0.698		Valid and Reliable
			0.835		Valid and Reliable
Emotional Consumption (EK). (Han et al., 2009)	1.	Find fun.	0.777	0.831	Valid and Reliable
	2.	Feel excited.			
	3.	Experience.	0.836		Valid and Reliable
	4.	Feel relaxed.	0.881		Valid and Reliable
			0.693		Valid and Reliable
Satisfaction (KEP). (Gremler and Gwimmer, 2000)	1.	Feeling satisfied with expectations fulfilled.	0.911	0.873	Valid and Reliable
	2.	Support the services provided.			
	3.	Feel the satisfaction of the service.	0.898		Valid and Reliable
	4.	Deciding to use a product or service.	0.827		Valid and Reliable
			0.843		Valid and Reliable
Price Rationality (RH). (Dhurup et al., 2014)	1.	Affordability.	0.872	0.804	Valid and Reliable
	2.	Price match with product quality.	0.880		Valid and Reliable
	3.	Price suitability to brand.			
	4.	Price satisfaction.	0.787		Valid and Reliable
			0.741		Valid and Reliable

Results: Multiple regression analysis in table 3 was carried out to test the causal relationship between destination image variables, service quality, consumption emotions, satisfaction and price rationality on repatronage behavior. These five independent variables will become constructs to see how big their impact is on repatronage behavior.

Table 4 Multiple Regression Analysis

Variable	Coefficient of Determination	Model Significance Test		Significance Test of Partial Regression Coefficients		Information
		F	Sig.	Beta	Sig.	
GD → Homework	AdjR ² = 0.459	24,800	0,000	0.195	0.003	Supported
KP → PR	AdjR ² = 0.459	24,800	0,000	0.079	0.273	Not supported
EK → PR	AdjR ² = 0.459	24,800	0,000	0.191	0.011	Supported
KEP → Homework	AdjR ² = 0.459	24,800	0,000	0.210	0.004	Supported
RH → PR	AdjR ² = 0.459	24,800	0,000	0.038	0.616	Not supported

Based on Table 4 above, it explains that the first to fifth regression relationship has a coefficient of determination of 0.459. This means that the variables destination image, service quality, consumption emotions, satisfaction, and price rationality together explain 45.9 percent of the variation in repatronage behavior. The regression model significance test (F test) for all variables resulted in an F value of 24,800 with a p value (sig. value) of 0.000. All destination image variables, service quality, consumption emotions, satisfaction, price rationality, and perceived value predict the repatronage behavior variable ($p = 0.000$; $p < 0.05$).

The significance test on the partial regression coefficient in the first regression analysis shows that the influence of the destination image on repatronage behavior has a value of 0.195, and the significance value (p -

value) is 0.003. The data shows that destination image has a positive and significant influence on repatronage behavior ($\beta = 0.195$; $p < 0.03$). Therefore, the data supports hypothesis H1.

The significance test on the partial regression coefficient in the second regression analysis shows that the influence of service quality on repatronage behavior has a value of 0.079, with a significance value (p-value) of 0.273. It can be concluded that service quality does not have a positive and significant effect on repatronage behavior ($\beta = 0.079$; $p < 0.273$). So hypothesis H2 is not supported by the data.

The significance test on the partial regression coefficient in the third regression analysis shows that the impact of consumption emotions on repatronage behavior has a value of 0.191, and the significance value (p-value) is 0.11. It can be concluded that consumption emotions have a significant effect on repatronage behavior ($\beta = 0.191$; $p > 0.11$). So hypothesis H3 is supported by the data.

The significance test on the partial regression coefficient in the fourth regression analysis shows that the impact of satisfaction on repatronage behavior has a value of 0.210, and the significance value (p-value) is 0.004. It can be concluded that satisfaction has a significant effect on repatronage behavior ($\beta = 0.210$; $p > 0.004$). So hypothesis H4 is supported by the data.

The significance test on the partial regression coefficient in the fifth regression analysis shows that the impact of rational pricing on repatronage behavior has a value of 0.038, and the significance value (p-value) is 0.616. It can be concluded that rational pricing does not have a positive and significant effect on repatronage behavior ($\beta = 0.616$; $p > 0.038$). So hypothesis H5 is not supported by the data.

4. Conclusion

Conclusion of this research; The destination image variable has a significant effect on repatronage behavior, the service satisfaction variable has a significant effect on repatronage behavior, the consumption emotion variable has a significant effect on repatronage behavior, the destination satisfaction variable has a significant effect on repatronage behavior, the price rational variable has a significant effect on repatronage behavior.

References

- Ajzen, I. (1991) The theory of planned behavior. *Organ. Behav. Hum. Decis. Process.* 50, 179–211.
- Anderson, E. W., Fornell, Claes, & Lehmann, Donald (1994). Customer Satisfaction, Market Share, and Profitability. *Journal of Marketing*, 58(3), 53-66.
- Andreassen, T. W., & Lervik, L. (1999). Perceived Relative Attractiveness Today and Tomorrow as Predictors of Future Repurchase Intention. *Journal of Service Research*, 2(2), 164-179.
- Anggraeni, PWP, Antara.M., Sari, RPN, (2022). The Influence of Tourist Attraction and Destination Image on Mediated Intention to Visit Again, *JUMPA Journal*, Vol.9 No.1, pp. 179-197
- Carpenter, JM, 2008. Consumer shopping value, satisfaction and loyalty in discount retailing. *J. Retail. Consume. Serv.* 15(5), 358-363.
- Chiou, J. S., & Droge, C. (2006). Service quality, trust, specific asset investment, and expertise: Direct and indirect effects in a satisfaction-loyalty framework. *Journal of the academy of marketing science*, 34(4), 613.
- Cronin, J. J., and Taylor, S. A. (1994). SERVPERF versus SERVQUAL: reconciling performance-based and perceptions-minus-expectations measurement of service quality. *Journal of Marketing*, 58(1), 125–131.
- Dhurup, M., Mafini, C., & Dumasi, T. (2014). The impact of packaging, price and brand awareness on brand loyalty: Evidence from the paint retailing industry. *Acta Commercii*, 14(1), 1-9.
- Donovan, R. and Rossiter, J. (1982), “Store atmosphere: an environmental psychology approach”, *Journal of retailing*, Vol. 58, no. 1, pp. 34-57.
- Grace, D. and O’Cass, A. (2005). An examination of the antecedents of repatronage intentions across different retail store formats. *Journal of Retailing and Consumer Services*. Vol. 12, no. 4, pp. 227-243.
- Gustia, AE, & Putra, T. (2021). Image of Padang Beach Destination as a Tourist Destination in West Sumatra. *Journal of Tourism and Hotel Business Studies*, 2(1), 7-12.
- Han, H. and Jeong, C. (2013). Multi-dimensions of patrons' emotional experiences in upscale restaurants and their role in loyalty formation: Emotion scale 51 improvement. *International Journal of Hospitality Management*, Vol. 32, pp. 59-70.
- Han, H., Back, K. J., & Barrett, B. (2009). Influencing factors on restaurant customers' revisit intention: The roles of emotions and switching barriers. *International journal of hospitality management*. Vol.28, No.4, pp.563-572,
- Kim, Y. H., & Bae, M. E. (2005). The Effect of Perceived Justice on Customer Satisfaction and Repurchase Intention in the Discount Stores Service Recovery. *Journal of Distribution Science*. Vol.3, No.1, pp.23-42.

- Kim, E.L. (2012). Understanding Hotel Re-patronage Intention: Application of Customer Equity. Purdue University.
- Latif, WB, Islam, MA, Mohamad, M., Sikder, MAH, & Ahmed, I. (2015). A conceptual framework of brand image on customer-based brand equity in the hospitality industry at Bangladesh: tourism management and advertising as moderators. *Journal of Scientific Research and Development*. Vol.2, No.11, pp.1–16.
- Lewis, B. R., & Soureli, M. (2006). The antecedents of consumer loyalty in retail banking. *Journal of Consumer Behavior: An International Research Review*. Vol.5, No.1, pp.15-31.
- Liao, C., Palvia, P., & Chen, J. L. (2009). Information Technology Adoption Behavior Life Cycle: Toward a Technology Continuance Theory (TCT). *International Journal of Information Management*. Vol.29, No.4, pp.309-320.
- Muis, RS, Gultom, KD, Jufrizen., & Azha, EM (2020). Destination Image, Tourist Satisfaction and Loyalty, *Scientific Journal of Management and Business*. Vol.21 No.1, pp. 1-19
- Oliver, R.L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of consumer research*. Vol. 20, no. 3, pp. 418-43.
- Osman, M. Z. (1993). A Conceptual Model of Retail Image Influence on Loyalty Patronage Behavior. *International Review of Retail, Distribution and Consumer Research*. Vol.3, No.2, pp.133-148.
- Prayag, G., Khoo-Latimore, C. & Sitruk, J. (2015). Causal dining on the French Riviera: examining the relationship between visitor's perceived quality, positive emotions, and behavioral intentions. *Journal of Hospitality Marketing and Management*. Vol. 24, No. 1, pp. 24-46.
- Ryu, K., Han, H. & Jang, S. (2010). Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. *International Journal of Contemporary Hospitality Management*. Vol. 22, no. 3, pp. 416-432. <https://doi.org/10.1108/09596111011035981>.
- Sánchez-Fernández, R. & Iniesta-Bonillo, M.Á. (2007). The concept of perceived value: a systematic review of the research. *Marketing theory*. Vol. 7,
- Sugiyono. (2015). *Educational Research Methods Quantitative, Qualitative and R&D Approaches*. Bandung: Alfabeta.
- Sulaiman, S., & Haron, MS (2013). Foodscape and Customer's Future Behavioral Intentions in Casual Dining Restaurants. *Journal of Economics, Business and Management*. Vol.1, No.1, pp.94–97,
- Wang, C., & Wu, L., 2012. Customer loyalty and the role of relationship length. *Manag. ServQual: An Inter. J.* 22(1), 58-74.
- Yang, H. W., & Chang, K. F. (2011). A Comparison of Service Experience on Repatronage Intention Between Department Stores and Hypermarkets in Taiwan. *African Journal of Business Management*. Vol.5, No.19, pp.7818-7827.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of marketing*. Vol. 52, no. 3, pp. 2-22.