

FACTORS AFFECTING DECISION TO HAVE VACATION ON SRI GETHUK WATERFALL GUNUNGKIDUL

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Abstract. This study aims to examine cultural factor, social factor, and personal factor influence toward buying decision in Sri Gethuk waterfall Gunungkidul. This study implied non-probability sample, collected by accidental sampling. There are 100 questioners. Data is analyzed using multiple linear regression. The analysis shows that there is no influence of cultural factor and personal factor, but there is a significant influence of social factor on buying decision. Therefore, based on the analysis this study recommends that it is important for the organizer of Sri Gethuk waterfall to communicate and promote the tourism object to the reference group from the target market.

I. INTRODUCTION

Tourism experiences a positive trend sign by an increase number and potential to be developed. Law no. 10 2009 explain the management of tourism aims to increase locally-generated revenue. Research conducted by Yanti & Hadya (2018) says that there is a strong bonding between tourism retribution with the increase of locally-generated revenue. In national level tourism sector contributes to Indonesia's Gross Domestic Product (Mudrikah, Sartika, Yuniarti, Ismanto, & Satia, 2014). The raise of tourism activity bears need demand and ability to fulfil the demand. Demand speed up investment on goods and services. Tourism development boost local community economic development (Bagiana & Yasa, 2017; Veradina, Mahsni, & Mawardi, 2018).

Gunungkidul regency has various choices of tourism objects that can be visited. This is government strategy to boost local income, it is relevant with Rahma & Handayani (2013) who said that the number of tourists and tourism objects boost income increase sourced from

tourism in Kudus regency. Numerous provided tourism object drive emulation between tourism object that has positive attitude on improvement of infrastructure, and service quality to attract tourists. One of them is Sri Gethuk waterfall which located in Playen sub-district, Gunungkidul regency. This tourism spot offers nature tourism I.e waterfall, cave, river, and fresh aired natural environment. This natural tourism spot also equipped by some facilities such as flying fox, water bicycle, river boat, outbond area, and camping ground. The organizer of this tourism object designs some spots to be photo booth and selfie spot.

The number of tourists visiting Sri Gethuk waterfall relatively stable while tourism in Gunungkidul increase, this phenomenon become a thing worth to studying. Buying decision or in tourism called as travel decision by customer is not only influenced by tourism object offering but also customer factors itself. Analysis of costumer behavior is a prerequisite and foundation for marketing. Prior research said that perception, attitude, and buying

decision influenced by cultural uniqueness characteristic (Zhong, Liang, & Cui, 2018; Nieves-Rodriguez, Perez-Rivera, Longobardi, & Davis-Pellot, 2017). Social environment factor also has influence on customer buying decision pattern (Wang, 2014; Persaud & Schillo, 2017). As well as personal factor in several researches shows that it has influence on customer buying process (Perry & Hamm, 1969; Lin & Shih, 2012; Shin & Dickerson, 2015). However, Vijayalakshmi & Mahalakshmi (2013) proves that there is no correlation between cultural factor and buying decision, so does Abdu & Purwanto (2013). Meanwhile Suroto, Fanani, & Nugroho, (2013) figures out that personal factor does not influence on willingness to buy. It is seen that there is different finding on prior study. This study further examine cultural, social, and personal factor influence on decision making on different object i.e tourism spot to increase reference on similar study. Practical recommendation can be an input for organizer of Sri Gethuk waterfall to increase its travel decision.

Hypothesis Development

Culture has significant influence on customer behaviour to decide whether or not to buy certain product. Customers tend to choose product that commonly consumed by their surroundings, or the one that fits with believed value or view. Culture described as "Collective programming of the mind that distinguishes members of one group or category of people from another" (Hofstede, 2001). In study about influencing factors on planned buying decision (Lee & Kacen, 2008) customers with collective culture will be more satisfied by impulsive buying when other people present during the moment, compared to those with individual culture. It is relevant with decision making to visit Sri Gethuk Waterfall, in which tourists commonly do visit it in group. Prior study

said that culture has a positive impact buying decision (Susanto, Lopian, & Tumbuan, 2016; Myra, Teresa, & Jose, 2017; Sreen, Purbey, & Sadarangani, 2018).

H1: Cultural factor influences buying decision.

Personal factor including personal characteristics such as age, occupation, economic level, lifestyle, personal and personal concept has wide influence on customer buying behaviour (Yakup & Jablonsk, 2014). Lin (2010) focuses on specific buying decision to analyze personal characteristic, while the other uses lifestyle to predict customers' behaviour (Sreen et al., 2018). A study conducted by Sreen et al., (2018) shows that demographic, purchasing power, part time status, and lifestyle variables significantly related to buying decision pattern. Lin & Shih (2012) say that lifestyle including activity, interest, and opinion influence buying decision. Several studies confirm the influence of personal factor toward buying decision (Susanto et al., 2016; Khuong & Duyen, 2017; Pemani, Massie, & Tielung, 2017).

H2: Personal factor influences buying decisions.

Social factor plays an important role in buying decision. Social influence may be found in pressure with peers, or influenced by inspirational and associative reference groups. The easiness to share information using social medias such as facebook, twitter, instagram, and youtube will be a dominant social influence that effect on buying behaviour (Dagher & Itani, 2012). Customers develop and realize the importance of certain product when they interact with others and get information about the product (Oliver, 1980). Customers, as part of a community or social group, receive and share information and understand what others think about certain product and evaluate certain product based on other's comment and opinion (Kumar &

Ghodeswar, 2015). Customer’s behaviour influenced by other’s opinion toward choices and willingness to visit Sri Gethuk Waterfall. Based on prior study, references may described as individual or group of people who significantly influence somebody’s behaviour. Later on reference groups have potential to shape someone’s attitude and behaviour (Dagher & Itani, 2012). Prior study says that social factor influences buying decision (Dagher & Itani, 2012; Kumar & Ghodeswar, 2015; Susanto et al., 2016; Wang, 2014; Persaud & Schillo 2017).

H3: Social factor influences buying decision.

II. METHOD

This research is a quantitative study whose populations are tourists who visit Sri Gethuk waterfall which number is unidentified. Since the number of populations are unidentified, so the writer applies this formula to determine population (Siregar, 2014).

$$n = \frac{(Z\alpha/2)^2 \cdot p \cdot q}{e^2}$$

$$n = \frac{(1,9,6)^2 \cdot 0,5 \cdot 0,5}{(0,1)^2}$$

n = 96,04 (Simplified into 100 respondents).

Notes: n = sample measurement; Z = error standard related to level of confidence I.e 95%; p = proportion in population; q = (1-p); e = Margin of eror.

Technique implied to take sample is non-probability sampling by accidental sampling on tourist whom the writer accidentally met in the location. Data collection is done through questioners’ survey with the following indicators as shown on Table 1 and it uses Likert scale 1 to 5.

Table 1. Indicators

Variables	Indicators
Culture	1. Sub-culture
	2. Social class

Variables	Indicators
Social	3. Group Vijayalakshmi & Mahalakshmi (2013)
	1. Group Reference 2. Role status 3. Family Vijayalakshmi & Mahalakshmi (2013)
Personal	1. Age 2. Economy situation 3. Life style Vijayalakshmi & Mahalakshmi (2013)
	Buying decision

III. RESULTS AND DISCUSSION

3.1. RESULTS

The result of data quality examination shows that the value of corrected item-total correlation cultural (0,405-0,568), social (0,538-0,631), personal (0,352-0,668), and buying decision (0,510-0,682) all of them are > r table (0,1966), or valid. On reliability examination, the value of Cronbach's Alpha Based on tandardized Items are as follows cultural (0,695), social (0,756), personal (0,708), and buying decision (0,791) > 0,60 or categorized as reliable.

Respondents characteristics are as shown on Table 2. Most of the respondents are female (53,3%) and male 46,7%. Based on age, respondents dominated by those 20-29 years old (72,4%), meanwhile by marital status 77,1% of the respondents are single. According to occupation, 51,4% visitors of Sri Gethuk waterfall are students inline with income ratio which is less than 2 million IDR per month (67,6%).

Table 2. Respondents Characteristics

Respondents	Characteristics	%
Gender	Male	46,7
	Female	53,3

Respondents	Characteristics	%
Age	< 20 years old	16,2
	20-29 years old	72,4
	30-39 years old	7,6
	40-49 years old	3,8
Marital Status	Single	77,1
	Married	22,9
Occupation	Housewife	4,8
	Private Officer	21,9
	Students	51,4
	Engineer	1,0
	Civil Servants	12,4
Income	Entrepreneur	8,6
	< 2 millions IDR	67,6
	2-5 millions IDR	16,2
	>5 millions IDR	16,2

Classical assumption examination is normality with normal graphic P-P Plot and Kolmogorov-Smirnov test. Normal graphic P-P Plot shows normal pattern with data range point following diagonal line, this result inline with Kolmogorov-Smirnov value which is 0,910, asymp. sig. (2-tailed) as 0,380 > 0,05 stated normal residual data. Second classical assumption examination is multicollinearity with tolerance value for cultural (0,588), social (0,511), and personal (0,725) > 0,1 and value of Variance Inflation Factor for cultural (1,700), social (1,958) and personal (1,379), < 10 which means there is no multicollinearity in regression model. Third examination is heteroscedasticity with scatterplot graphic and Glejser test. The result of scatterplot graphic shows data are spread in up above 0 point y axis, It is inline with cultural factor probability (0,890), social (0,724), and personal (0,305) > 0,05 there is no heteroscedasticity in regression model.

Hypothesis Examination

The result of examination of t on table 3, cultural factor have t value (1,380) sig. 0,171 > 0,05 or it is not significant, H1 that shows cultural factor influences buying decision rejected. Personal factor has t value (0,333) and sig. 0,740 > 0,05 or not

significant, H2 that says personal factor influences buying decision rejected. Social factor has t value (4,015) and sig. 0,000 < 0,05 or significant, H3 that says that social factor influences buying decision accepted.

Table 3. Regression Examination Result

Model	Unstd. Coeff.		Std. C.		t	Sig.
	B	Std. Error	Beta			
1(Constant)	7,923	1,304			6,078	,000
Cultural	,169	,122	,146		1,380	,171
Personal	,029	,029	,032		,333	,740
Social	,019	,129	,456		4,015	,000

a. Dependent Variable: Buying Decision

Adjusted R square value on table 4 shows the influence of cultural, personal, and social factors toward buying decision is 31,4% and the rest 68,6% influence by other variable which is not examined in this study. Further study about other variables such as word of mouth (Sallam, 2014), corporate social responsibility, social media marketing, and perceived value (Hanaysha, 2018) toward purchase intention can be done to add coefficient of determination.

Table 4. Coefficient of Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,578 ^a	,334	,314	1,718

a. Predictors: (Constant), cultural, personal, social factors.

3.2. DISCUSSION

Cultural factor does not influence buying decision for visiting Sri Gethuk waterfall because it is suspected that there is no similar culture identification that become the background of the visitors. This natural tourism spot is more segmented to youth, yet those who come to this spot doesn't come because they have recreation habit. There is no pattern on value, beliefs, tourist behaviour, that specifically urge tourist to visit this place. Vijayalakshmi &

Mahalakshmi (2013) figures out that cultural factor does not have strong bonding with customer in decision making to buy electrical appliances for household usage, it is similar to Abdu & Purwanto, (2013) who said that culture does not influence willingness to buy.

Personal factor does not influence decision to visit Sri Gethuk waterfall. This is interesting because on the respondents characteristics table 1, youth (<30 years old) occupies 88,6% and students occupies 51,4% of the respondents as well as those whose income < 2 millions IDR which is 67,6%. It is seen the domination above 50% respondents are youth, students, which income less than 2 millions rupiah, which assumed visiting this tourism spot to get physical activity. In this study, regression based on age, occupation, income, directly but this use this questions instead (my age is relevant to visit Sri Gethuk; my income allow me to visit Sri Gethuk; my economic status influences me to come to Sri Gethuk). Further study may communicate directly age, occupation, income as variables toward buying decision. This finding confirms Suroto, Fanani, & Nugroho (2013) that figures out that personal factor does not influence customer decision to buy formula milk in Malang, so does Nawawi (2016).

Social factor influences decision to visit Sri Gethuk Waterfall. Social circle includes family, peer group, and respondents role in society are proven having influence in buying decision. During observation, generally Sri Gethuk's visitors come in group. The group may consists of friends or family. In deciding to choose tourism spot, group discussion is needed, so advice and input from other people will be a consideration to have an agreement to go to Sri Gethuk Waterfall. This finding confirms Wang (2014), Persaud & Schillo (2017) that society has influence toward buying

decision. Family member and other people influence buying decision (Lo, 2013). The organizer of Sri Gethuk waterfall may use online social media marketing by adding more photo booth containing the name of the object, beautiful instagramable view, or other unique view. Once visitors upload their photo automatically it introduce and promote Sri Gethuk Waterfall. Some studies (Umami, 2014; Priatmoko, 2017; Romadhan & Rusmana, 2017) figures out that social media promotion is effective to introduce a tourism spot as it may goes as viral marketing.

IV. CONCLUSION

The finding in this study says that partially, cultural and personal factor does not influence buying decision, in this case decision to visit Sri Gethuk waterfall. Social factor has positive and significant influence toward willingness to visit, so the organizer of Sri Gethuk waterfall may increase customer buying decision by having promotion to introduce the tourism object and to educate reference group I.e friends and family. Online social media can be used for promotion. Further study may focuses on market segmentation for Sri Gethuk waterfall. It is also need to develop study focuses on tourism offering aspects through the marketing mix of services.

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