



# The Influence of Souvenir Authenticity, Satisfaction and Co - Creation of Experience to Place Attachment with Memorable Shopping Experience (Survey on tourist shopping rendang souvenirs in Payakumbuh)

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## ABSTRACT

This study aims to see the influence of souvenir authenticity, satisfaction and co-creation of experience on place attachment with memorable shopping experiences for tourists who buy rendang souvenirs in Payakumbuh city. The population is all tourists who visit and buy rendang in Payakumbuh city. The sample criteria are respondents who have visited Payakumbuh city and purchased rendang within the last 6 months. The number of samples in the study 160 respondents. Hypothesis testing using statistical analysis with one tailed. The hypothesis is accepted if the t-statistic value is  $> 1,65$  and the significance value is  $< 0,05$ . The results show that souvenir authenticity and satisfaction have an influence on place attachment. Meanwhile, co-creation has no effect on place attachment. Souvenir authenticity, satisfaction and co-creation of experience have an influence on a memorable shopping experience and memorable shopping experience have an influence on place attachment.

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## INTRODUCTION

The tourism sector is one sector that has an important role for government at the national and regional levels. Local government will try to improve the regional economy, including by increasing local revenue. One way to increase regional income by increasing the potential of the tourism sector. Tourism development is continued and improved by developing and utilizing national tourism resources and potentials into reliable economic activities to increase foreign exchange earnings, expand and equalize opportunities to open businesses, create job opportunities for the local area, encourage development and introduce the nation's values and culture (Nur, 2016). West Sumatera is one of the provinces that has many tourist destinations that can be visited by tourist such as Pagang Island, Pasumpahan, Air Manis Beach, Anai Valley, Lawang Peak, Jam Gadang, Harau Valley, Maninjau Lake, Pagaruyung Palace, Ngalau Indah, Padang Mangateh and many

much more. The current focus is how tourism managers can provide unique, extraordinary and impressive (Memorable Tourism Experience) for tourists to maintain a sustainable competitive advantage (Tsai, 2016).

According to Sthapit & Jiménez (2018) memorable tourism experience (MTE) is a positively remembered after the trip. Memorable tourism experience can be felt by tourist when they shop for the souvenirs from the destinations they visited (Fangxuan & Ryan, 2018). Kong & Chang (2016) mentions that shopping is one of the parts and activities carried out by tourist when visiting a place. One of the most important elements in buying a souvenirs is its authenticity. The different perspectives between local and foreign tourists regarding the authenticity of a souvenir also need to be considered (Elomba & Yun, 2018). When tourist visits some place, they will gain cultural experience, interests and expectations to produce a personal meaning for the tourist to the place. That way tourist will learn about local culture and knowledge and gain a sense of identification and belonging to the place. This process is a unique condition which will create a sense of place attachment for tourist (Rahmi Wati, 2016). Place attachment has been used to investigate the emotional, functional, affective and social attachment of tourist to certain tourist destinations and tourism products (Sthapit & Coudounaris, 2017). Functional attachment represents the individual's perception that a place is suitable for certain activities, while the evaluation of emotional symbolism refers more to the individual's feelings toward the place or the symbolism of the place for the individual (Sthapit et al., 2017). Littrell et al., (1993) argues that one of the most important characteristics of a souvenir is its authenticity. Souvenir Authenticity is a gift or souvenir with a series of real, original and first-hand characteristics that are based on originality as a reminder of someone about something such as a place (Anastasiadou & Vettese, 2021). The authenticity of the souvenirs purchased by tourists will be the difference between one regional souvenir and another (Grayson, 2002). Apart from the importance of authenticity in the tourist experience, several studies in the field of tourism have also discussed the authenticity of the souvenirs that will represent the experience (Zatori et al., 2018). Authenticity is an important component of individual value perceptions and has a significant influence on customer behavior (Casteran & Roederer, 2013).

In addition, identifying tourist satisfaction in purchasing souvenirs is also an important component of the tourist experience (Quinlan-Cutler & Carmichael, 2010). Bashir, MA, et al., (2020) said that satisfaction as a series of results obtained from the perception, evaluation and emotional response to the customer's experience of a product or service. When tourists shop, of course they have expectations of what they buy. If the souvenirs they buy are as expected, of course there is satisfaction that occurs in them.

Ritchie (2012) revealed that satisfaction has a correlation with unforgettable experiences through the creation of shared experiences. Overall, previous research in tourism has also suggested that co-creation can improve the memory of the tourism experience (Campos et al., 2016). Another important thing that also needs to be considered by the place manager is Co creation. Co-creation is one of the efforts made by place managers by involving visitors who come directly physically or psychologically in the context of joint creation and creating value. Consumers can contribute together with the company in creating an innovation for products and services which will have an impact on the formation of a memorable experience (Chathoth et al., 2016). With the joint creation in carrying out activities, especially in shopping for souvenirs, it will certainly create its own value and memorable memories for visitors (Sthapit et al., 2018). Co-creation activities begin by changing the view of consumers, which was initially product-centric and now experience-centric (Ramaswamy & Ozcan, 2018).

With the joint creation in carrying out activities, especially in shopping for souvenirs, it will certainly create its own value and memorable memories for visitors (Sthapit et al., 2018). So it is important for place managers to create memorable experiences for tourists that will have an impact on increasing their number of sales later.

Based on data from the West Sumatra Central Statistics Agency in West Sumatra Tourism Statistics (SPSB), information on the amount of tourist spending per year from 2018 to 2020 is contained in the following table:

**Table 1.** Tourist expenses in West Sumatera (2018-2020)

No.	Output Type	Average Tourist Expenditure (Thousand Rupiah)		
		2018	2019	2020
1.	Accommodation	138,231	141,921	145,709
2.	Food and Drink	258,632	265,536	272,624
3.	All transportation	108,166	111,053	114,017
4.	Vehicle rent	105,892	108,719	111,621
5.	Seminars/meetings	3,927	4,032	4,140
6.	Travel packages	82,582	84,787	87,050
7.	Guide	17,479	17,946	18,425
8.	Performing arts/culture	9,700	9,959	10,224
9.	Shopping/Souvenirs	185,221	190,165	195,241
10.	Beauty and Health	590	606	622
11.	etc.	92,925	95,406	97,953
	<b>Total</b>	<b>1.003.345</b>	<b>1.030.128</b>	<b>1,057,627</b>

Source: West Sumatra Tourism Statistics (SPSB),2020

From the table above, information is obtained that tourist spending every year in West Sumatra has an increasing trend and is dominated by spending on eating and drinking, shopping or purchasing souvenirs and accommodation. The data proves that West Sumatra, apart from offering good tourist destinations, also offers various types of culinary delights as souvenirs that tourists must buy when visiting.

One type of famous souvenirs typical of West Sumatra is rendang. Quoted from (CNN, 2021) said that rendang entered into the best food position 11th of the 50 best foods in the world. Rendang has also been named the most delicious food for 8 years in a row (Rahman, 2021). The largest rendang-producing area in West Sumatra is Payakumbuh. This is also reinforced by the Payakumbuh city branding which was designed by the local government as "The city of rendang" and the many rendang kitchens in the Payakumbuh city as well as the establishment of the Central Small and Medium Industry (IKM) Payakumbuh rendang (Kurniawan et al., 2018). However, in the last few months, sales of rendang in the city of rendang in the city of Payakumbuh have decreased, from the initial sales of 50 million per month, now it has decreased significantly. This indicates that tourists who come to Payakumbuh have not viewed rendang as original souvenirs, have not been so satisfied with Payakumbuh rendang, even in their tour visits they have not fully become part of co-creation so that research is needed related to it.

## RESEARCH METHOD

This study aims to examine the effect of souvenir authenticity, satisfaction and co-creation of experience to place attachments with memorable experiences. This research design uses hypothesis testing. The unit of analysis used in this study is the individual, namely tourists who buy rendang souvenirs in Payakumbuh City. The population in this study were all tourists who bought rendang souvenirs. The sampling method used in this research is non-probability sampling using purposive sampling technique. The total sample obtained is 160. Analysis of the data used in this study is descriptive analysis, test the validity and reliability of measuring instruments, test models and test hypotheses using Structural Equation Modeling (SEM) with PLS software.

## RESULTS AND DISCUSSIONS

### Profile of respondents

The total number of questionnaires in this study were 160 respondents used in data analysis. Descriptive analysis shows that female respondents 64.38% more than men 35.62%. Examination of the respondent's age shows that the majority of respondents are in the age group 46 - 55 years (24.38%). Most respondents based on education level were S1 (45%), SMA (36.88%), D1-3 (8.75%), Junior High School (5.63%) and Masters (3.75%). Respondents based on occupation are dominated by housewives (23.13%) and the smallest respondent is TNI/POLRI (0.63%). Respondents based on expenditure show that most of the respondents have income IDR 3,000,001 – IDR 4,000,000,- (25.0%) and the lowest respondents are those with income < IDR 1.000.000,- (8.75%). Respondents based on domicile most of them came from Pekanbaru, Riau (19.375%). The smallest respondents came from Sawah Lunto, Sijunjung, Palembang and Bengkulu with only 1 respondent each or 0.62%.

### Validity and Reliability

Validity testing was carried out with 160 respondents with the aim of measuring whether the questionnaire was valid or not. To test convergent validity, the outer loading indicator value > 0,7 is used. Evaluation of discriminant validity can be done using the Average Variance Extracted (AVE) method for latent variables. The AVE value describes the magnitude of the diversity of variables that can be owned by the latent construct. A minimum AVE value of 0,5 indicates a good measure of convergent validity. Discriminant validity is seen by paying attention to the cross loading value. The cross loading value aims to assess the level of discriminatory validity that is adequate for each construct, by comparing the correlations between constructs. Reliability test shows the extent to which the measuring instrument is reliable or trustworthy. The reliability test in this study used the coefficient measurement technique of Composite Reliability and Cronbach Alpha. Composite reliability is considered better if it has a composite reliability value > 0,6. Reliability test with composite reliability can be strengthened by using the Cronbach alpha value. A variable is declared reliable if it has a Cronbach alpha value > 0,6.

### Hypothesis testing

Hypothesis testing between variables using bootstrapping techniques through path coefficients aims to identify the result of formulated hypothesis. *Second Order Confirmatory* used for The assessment of the significance of the influence between variables will be carried out by a bootstrapping procedure. The bootstrapping procedure uses the entire original sample for resampling. In the resampling bootstrapping method, the significance value used (one-tailed) with the t-value is 1,65. Based on Table 1 which is a calculation to see the direct effect between variables. It can be seen that only one hypothesis was rejected, namely "co-creation of place attachment" because it has a P-Values of 0,300 greater than a significance level of 0,05 and a t-statistic value of 0,524 smaller than a T-table of 1,65.

**Table 2.** Results of hypothesized test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Co Creation -> Memorable Shopping Experience	0.303	0.313	0.071	4.261	0.000
Co Creation -> Place Attachment	0.045	0.057	0.086	0.524	0.300
Memorable Shopping Experience -> Place Attachment	0.148	0.145	0.075	1.963	0.025
Satisfaction -> Memorable Shopping Experience	0.275	0.273	0.082	3.369	0.000
Satisfaction -> Place Attachment	0.19	0.185	0.093	2.042	0.021
Souvenir Authenticity -> Memorable	0.175	0.175	0.065	2.672	0.004

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	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Shopping Experience Souvenir Authenticity -> Place Attachment	0.422	0.423	0.066	6.425	0.000

Source: SmartPLS 3.0 (2022)

## CONCLUSION

The result of the research is that souvenir authenticity and tourist satisfaction in shopping for rendang in Payakumbuh have an effect on place attachment. While co creation has no effect on place attachment. Souvenir authenticity, satisfaction and co cration affect the memorable shopping experience and memorable shopping experience affect the place attachment.

Limitations in this research is limited to authenticity souvenir, satisfaction, co-creation, memorable shopping experience and place attachment in purchasing rendang souvenirs in the city of Payakumbuh. This study also only focuses on respondents in West Sumatra, only focusing on rendang produced by producers, MSMEs and rendang kitchens in Payakumbuh and the statements in the questionnaire that still need to be developed. Recommended for further research in order to reproduce the data, both quantitative data from questionnaires or data obtained from other methods such as direct and indirect (online) interviews. It is recommended for further research to examine other variables that have not been studied in this study and can strengthen further research so that the research results provide a better picture and use respondents from outside West Sumatra to produce better research.

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