THE ROLE OF SHOPPING TOURISM IN MODERATING THE POWER OF TOURISM TOWARDS DECISIONS OF VACATION TOURISM IN KUTA BALI

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Abstract: **The South Bali region as a tourist destination is growing very rapidly. This development is always followed by the provision of various facilities, one of which is a shopping center. This is certainly a phenomenon among the natural attractions offered by the South Bali Region, especially Kuta. In Kuta, Legian and Seminyak areas, there are many categories of shopping places. Starting from traditional markets, luxury boutiques, shopping malls and department stores that specialize in selling Balinese souvenirs.**

This research is entitled "The Role of Shopping Tourism in Moderating the Tourist Attraction of Vacation Tourists in Kuta Bali". Aim to see the influence of tourist attraction on vacation tourists 'decisions, the influence of shopping tourism on vacation tourists' decisions, and the influence of shopping tourism on the relationship of tourist attractiveness to the decisions of vacationing tourists in Kuta Bali.

The data were collected by means of purposive sampling, using a questionnaire. The number of respondents in this study were 100 respondents. Data were analyzed using regression analysis tools assisted by the use of SPSS software version 17.0 for windows. The results of the research are the tourist attraction of Kuta which has a positive and significant effect on vacation decisions. Shopping tourism has a positive and significant effect on vacation decisions. The role of shopping tourism moderate tourist attraction towards vacation decisions in Kuta Bali. The research implication can be used as a consideration for related parties in this case, namely the local government, the community, tourists and traders.

Keywords: **shopping tourism, tourist attraction, and tourist decisions.**

I. INTRODUCTION

Bali is indeed a favorite destination in Indonesia for a vacation, both for domestic and foreign tourists. There are so many tourist objects that this exotic island has to offer, from natural panoramas to artificial tourist attractions. Almost all tourism areas on the island of Bali are favorites for domestic and foreign tourists. One of them is a tourist spot in South Bali. The tourist areas of South Bali include Jimbaran, Uluwatu, Pecatu, Ungasan, Tanjung Benoa, Nusa Dua, Kuta, and others.

Kuta Beach is the most famous tourist spot and most visited by tourists. Its strategic location is close to the airport, beautiful beaches, low cost, and the waves are suitable for beginner surfers. Kuta Beach is also famous for its beautiful sunsets, is a large port and trading center, with white sand and blue sea, equipped with complete supporting facilities. This is what makes Kuta Beach the Primadona of Bali Tourism. There are several things that must be considered when traveling. Of course, the facilities and infrastructure to support tourism. Travel will be more comfortable and more enjoyable, if the facilities and infrastructure are complete and functioning properly. The role of facilities and infrastructure in tourist areas to support tourism is very important.

According to the results of the 2015 Global Travel Intensions Study (GTIS) survey related to research on the tourism market for foreign destinations, as quoted by Bisnis.com, Monday (14/9/2015). From the results of this study, 69% of Indonesian tourists use their vacation to shop. This figure is higher than tourists from the Asia Pacific region, which was only 68% and global tourists who recorded at 66%.

In the Kuta, Legian and Seminyak areas, there are many categories of shopping places. Starting from traditional markets, luxury boutiques, shopping malls and department stores that specialize in selling Balinese souvenirs. Along the main roads in the areas of Kuta, Legian and Seminyak, it is very easy to find merchandise in the form of arts crafts, jewelry, fabrics and leather jacket tailors.

The presence of shopping tourism in Kuta Bali is a phenomenon among the natural attractions offered by the South Bali Region. The need for beautiful tourist attractions and complete shopping tourism facilities in the future will certainly cause problems.

II. LITERATURE REVIEW

2.1 Buying decision

The marketing mix has an important role in influencing consumers to buy a product or service offered by the company. Understanding the marketing mix according to Kotler and Amstrong (2012: 92) "Marketing mix is good marketing tool is a set of products, pricing, promotion, distribution, combined to produce the desired response of the target market" can be interpreted that the marketing mix is a marketing tool. good, where the company is able to control it so that it is expected to provide a targeted market response.

In the marketing mix there is a group of marketing tools known in the 4Ps term, namely product (product), place (place or distribution channel), promotion (promotion), and price (price) while in service marketing it has additional marketing tools such as process, people, and physical evidence (physical facilities) so there is the term 7P, it can be concluded that the service marketing mix is product, place, promotion, price, process, people, and physical evidence. According to Zeithaml and Bitner (2008: 48): "The marketing mix is to communicate with guests and to satisfy guests".

Consumer behavior will influence the decision maker process. Kotler (2008: 204) explains that the purchasing decision-making process consists of 5 stages, namely, analyzing wants and needs, information search and assessment of purchasing sources, and selection of purchasing alternatives, purchasing decisions and post-purchase behavior.

The five stages of the decision-making process, according to Kotler (2008: 179):

1) Analyze needs and wants.

Analysis of needs and desires is shown primarily to identify unfulfilled or unsatisfied needs and desires. If these needs are known, consumers will understand that there are needs that have not been fulfilled or are still pending fulfillment, and the same needs must be met immediately. So starting at this stage the purchase begins.

2) Information seeking and assessment of sources.

The second stage in the buying process is closely related to finding information about its sources and values, to meet the needs and desires they feel. Irene and Christel (2010) state that information seeking can be active or passive. An active search for information can be in the form of finding information about a product directly by visiting the existing website, or by directly visiting a booth that is promoting the product at an event. Meanwhile, passive search for information is by reading advertisements or brochures with no specific purpose to find out about the product. So that the search for this information becomes an important process in making buying decisions. If the consumer's urge is strong and the product is available, then the consumer will buy the product. And vice versa if not, then the needs of consumers will remain in their memory (Lynn and Pamela, 1985).

3) Assessment and selection of purchasing alternatives.

This stage has two stages, namely, setting purchase objectives and assessing and selecting alternatives based on the purchase objectives. Okorie et al. (2012) stated that the purchase objectives of each consumer must be different in the type of product and their needs. There are consumers who have a purchase objective to increase prestige, there are those who just want to meet short-term needs.

4) Purchase decision

The decision here is a real buying process. When consumers decide to buy, consumers will encounter a series of decisions that must be taken regarding the type of product, brand, seller, quality, time of purchase and method of payment.

5) Post-purchase behavior

All stages in the buying process up to the fifth stage are operative. For companies, feelings and behavior after purchase are also important. Their behavior will affect re-purchases or subsequent purchases and will also affect what buyers say to other parties regarding related products (Adeyanju, 2013).

2.2 Shopping tour

Women no longer monopolize shopping activities nowadays. Men also began to like activities that were synonymous with women. The more places you shop, the more you visit the destination. Now shopping tourism is the key to marketing destinations. Director of the UN World Tourism Organization (UNWTO) Member Affiliation Program Yolanda Perdomo underlined that shopping tourism is a very relevant component for tourists when choosing and preparing for their trip. Jörn Gieschen, a researcher at the Instituto de Empresa (IE) and MasterCard Observatory for Premium Markets and Prestige Products, explained, "Shopping tourism is closely related to city tourism which accounts for 58% of the total.

There is an additional concept regarding shopping tourism or shopping tourism in short. The shopping experience at local and small stores is, according to research, much more attractive to tourists than big global brands. One of the current shared trends is what's called 'Bleisure', which is a combination of Business and Leisure travel. 58 percent of business travelers add a day or even a weekend to their business trip.

Adi Sumara Putra et al. (2017) domestic tourists visiting Bali have different tourist destinations, one of which is of concern, namely the high types of shopping tourism activities with a percentage of 35.0%. This shows that the interest of domestic tourists for shopping for souvenirs is very large. Shopping tourism can be concluded as a travel activity carried out by a person or group by visiting certain places to buy goods or services at that location (Sulung, 2009: 3).

2.3 Tourist attraction

Tourist attraction according to Law No. 10 of 2009 is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made wealth that is the target of tourist visits. The tourist attraction of Kuta in Bali is extraordinary, it is well known abroad. Its uniqueness and beauty have been able to attract tourists, both domestic and foreign tourists.

Understanding that is easy to understand is explained in the book Introduction to Tourism (1985) written by A Yoeti. In his opinion, a tourist attraction is anything that attracts people to visit a certain place. Meanwhile, Nyoman S Pendit in his book Science of Tourism (1994) defines tourist attraction as anything that is valuable and interesting to visit and see.

Tourist attraction, including tourism products, is a series of various interrelated services, namely services produced by various companies (in terms of economy), community services (in terms of social) and natural services. According to Siswantoro (2007: 75), in essence, the definition of tourism products "is the entire service obtained and felt or enjoyed by tourists since they leave their place of residence to the tourist destination they choose and return to the house where they originally left". Tourism products as one of the objects of offer in tourism marketing have three main elements (Oka A. Yoeti, 2002: 211):

1) Attractiveness of tourist destinations, including images imagined by tourists

2) facilities owned by tourist destinations, including accommodation, food processing businesses, parking, transportation, recreation and others

3) ease of reaching the tourist destination

III.   RESEARCH METHODS

This research is an associative study that discusses the effect of tourist attraction on vacation tourists' decisions, the influence of shopping tourism in strengthening the relationship between tourist attractions and tourist decisions on vacation in Kuta Bali. The research was conducted by collecting data and information to obtain facts and information about vacation decisions from tourists as respondents using a questionnaire.

This study uses three types of variables, namely:

1) Independent Variable. In this study, the free variable is tourist attraction (X1).

2) Moderating Variable. In this study, the moderating variable is shopping tourism (X2).

3) The dependent variable (Dependent Variable), which is the dependent variable in this study is the Vacation Decision (Y).

Based on the proposed hypothesis, the research design can be described as follows.

Image: Research Design
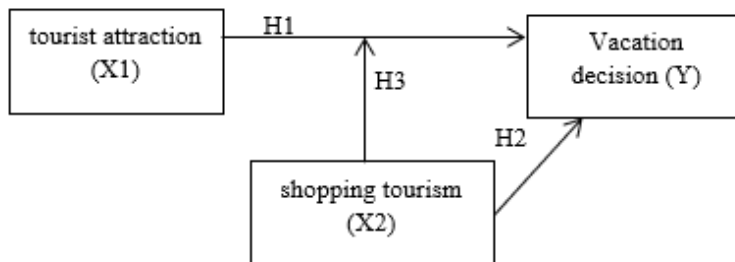
Source: processed data

3.1 Sample and Data Analysis Results

The population in this study were both foreign and domestic tourists who had vacationed in Kuta Bali. While the sample was taken using purposive sampling method. The sample is determined as many as 100 people with the following considerations: Tourists who have vacationed in Kuta Bali, more than once, aged 17 years and over.

Collecting data through a questionnaire consisting of respondents 'statements based on each variable, namely tourist attractions, shopping tours and vacation tourists' decisions. According to Suharso (2010: 21), describing the responses of respondents regarding the variables in the study was carried out by classifying the average score of respondents' answers on a measurement scale that has been assigned five categories.

Table 1.1 Results of Multiple Linear Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1 (Constant)	3.852	.076		50.590	.000		
Zx1	.257	.046	.456	5.610	.000	.945	1.058
Zx2	.266	.046	.474	5.732	.000	.915	1.093
zx1zx2	.136	.057	.203	2.388	.019	.868	1.152

a. Dependent Variable: Keputusan W

Table 1.1a

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.632[a]	.400	.381	.442	.400	21.292	3	96	.000	2.407

a. Predictors: (Constant), zx1zx2, Zx1, Zx2

b. Dependent Variable: Keputusan W

The coefficient of determination (R^2) measures how far the model's ability to explain variations in the dependent variable (Gozali, 2013: 97), in this study was 40%. This means that only 40% of the variation of the independent variable is able to explain the dependent variable, in other words there are other variables that are able to explain the variation of the

dependent variable but in this research it was not examined. The value of F count shows the effect of the variable vacation decision simultaneously on the variable of tourist attraction and shopping tourism. The feasibility analysis of the model (F test) in Table 4.10 above shows the calculated F value of 21.292 with a significance value of 0.000, which means that simultaneously the variables of tourist attraction and shopping tourism are significant in influencing the decisions of vacationers.

The t value is used to partially test each variable by looking at the Sig. on each of the independent variables (Table 4.10a). The partial significance value obtained in the tourist attractiveness variable is smaller than alpha (0.05), namely 0.000 <0.05, which indicates that partially meaningful shopping tourism is used to predict vacation decisions or there is an effect of shopping tourism on vacation decisions. The value of shopping tourism variable is smaller than alpha (0.05), namely 0.000 <0.05, which indicates that partially shopping tourism is significant in influencing the decision of vacationers or there is an influence of shopping tourism with vacation decisions.

The standard error reflects the accuracy of the selected sample against the population. The smaller the standard error value indicates that the sampling is appropriate or representative of the data population under study and vice versa. The value of the standard error shows a range of 0 to 0.76 which indicates that the sample is representative of the population. The multiple linear regression equation that is suitable in this study is based on the results of Table 4.10a, which are as follows:

$$Y = a + b_1X_1 + b_2X_2 + \varepsilon$$

$$Y = 3,852 + 0,474X_1 + 0,203X_2 + \varepsilon$$

Based on the multiple linear regression analysis equation above, it can be said that each has a positive regression coefficient value and a positive constant value. There is a main effect, namely the tourist attraction variable (X1) and the shopping tourism variable (X2). The multiple regression equation above can be interpreted in the following interpretation:

1) b1 = 0.474 with sig. 0,000 can be interpreted that if the tourist attraction (X1) is getting better, then it will positively result in an increase in vacation decisions (Y), assuming other independent variables are considered constant.

2) b2 = 0.203 with sig. 0.000 means that shopping tourism (X2) is meaningful in influencing vacation decisions or it can be said that there is a significant influence between shopping tourism (X2) and vacation decisions (Y).

B. Moderated regression analysis

This study uses Moderate Regression Analysis (MRA) which contains elements of interaction. The tool used to perform the MRA analysis was SPSS 17.0. The results of the MRA output can be explained in Table 1.2

Table 1.2 Moderate Regression Analysis (MRA) Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.285	.044		6.515	.000
	Zx1	.005	.026	.020	.193	.847
	Zx2	.040	.027	.155	1.491	.139
	zx1zx2	.061	.033	.198	1.846	.068

a. Dependent Variable: Absres

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.210[a]	.044	.014	.25408

a. Predictors: (Constant), zx1zx2, Zx1, Zx2

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.287	3	.096	1.483	.224[a]
	Residual	6.198	96	.065		
	Total	6.485	99			

a. Predictors: (Constant), zx1zx2, Zx1, Zx2

b. Dependent Variable: Absres

The coefficient of determination (R^2) of this study is 44.0%. This means that only 44.0% of the variation of the independent variable is able to explain the dependent variable, in other words there are other variables that are able to explain the variation of the dependent variable but in this research it was not examined. The analysis of the feasibility of the model (F test) in Table 4.11 above shows the calculated F value of 1.483 with a significance value of 0.000, which means that there is a variable influence on vacation decisions simultaneously with the variables of tourist attractions, shopping tours, interaction of tourist attractions and shopping tours. The partial significance value of the variables of tourist attraction, shopping tourism, interaction of tourist attractions and shopping tours obtained is more than alpha (0.05) which indicates that partially all variables do not significantly influence vacation decisions.

So it is found that tourist attractions, shopping tours, interaction of tourist attractions and shopping tours cannot be used to predict vacation decisions. The appropriate MRA equation in this study is based on the results of the MRA in Table 4.11, which are as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_1X_2 + \varepsilon$$

$$Y = 0,285 + 0,005X_1 - 0,40X_2 + 0,61(X_1X_2) + \varepsilon$$

IV.   DISCUSSION OF RESULTS

4.1 The influence of tourist attraction on the decision of tourists to vacation in Kuta Bali

Table 4.10 shows that b1 is positive at 0.257 with a significance level of 0.000. This indicates that the variable tourist attraction has a significant and positive effect on vacation decisions, so that the first hypothesis (H1) which states that tourist attraction has a significant and positive effect on vacation decisions is accepted.

The results of this study indicate that the better and more attractive the tourist attraction in Kuta Bali, then the vacation decision of tourists to Kuta Bali will increase. This study supports the results of Abdul Yusuf's (2016) research, namely that the attributes of tourism products have a significant effect on place branding. At the same time, the influence of tourism product attributes and place branding is assessed simultaneously as having a direct effect on the decision to visit a tourism destination. From the results of interviews with respondents, their decision to decide on the choice of tourist attractions is indeed more determined by tourist attraction. However, if they have already visited a place, they decide to choose another place that has never been visited so they can see different tourist objects.

4.2 The influence of shopping tours on vacation decisions in Kuta Bali

Shopping tourism is a variable that is researched and tested to determine how it affects vacation decisions. The test results obtained through the calculations in Table 4.10 show that the value of b2 is positive at 0.266 with a significance level of 0.000. This shows that shopping tourism has a significant effect on vacation decisions, thus supporting the second hypothesis (H2). This means that Kuta shopping tourism significantly influences vacation decisions in Kuta Bali.

The results of this study support the paper presented by Thereza Sevanya (2014) that Orchard Road is the main road in Singapore which is home to several famous shopping centers. On Orchard Road, there are hundreds of outlets of world's famous brands. Orchard Road is a tourist spot in Singapore characterized by big discounts (big sales) of world-class branded goods. Singapore has implemented a shopping tourism area in its country and has succeeded in making the area a source of foreign exchange.

4.3 The role of shopping tourism moderates the attractiveness of tourism to vacation decisions

The test results obtained through the calculations in Table 1.1 show that the positive b3 value is 0.061 with a significance level of 0.068. This means that the interaction of shopping tourism with tourist attraction has a significant effect on vacation decisions and shows that the third hypothesis (H3) used is acceptable.

This study supports the research of Adi Sumara Putra et al. (2017) domestic tourists visiting Bali have different tourism destinations, one of which is of concern, namely the high types of shopping tourism activities with a percentage of 35.0%. This shows that the interest of domestic tourists for shopping for souvenirs is very large. Likewise, it strengthens the opinion of Sulung (2009: 3) that shopping tourism can be concluded as a travel activity carried out by a person or group by visiting certain places to buy goods or services in that location.

4.4 Implications of Research Results

In general, the results of the research that has been carried out regarding the role of shopping tourism in moderating tourist attractiveness towards vacation decisions provide clear answers and indications that simultaneously the three variables consisting of tourist attraction, shopping tourism, and interaction of tourist attractions with shopping tours have an influence which is significant towards the decision of vacationing tourists in Kuta Bali. Partially, tourist attraction has a significant and positive effect on vacation decisions, shopping tourism has a significant effect on vacation tourists' decisions, and the interaction of shopping tourism variables with tourist attractions has a significant effect on vacation decisions. The addition of the moderating variable (shopping tours) causes the overall research results to be significant, this is because the shopping tourism variable is a moderating variable.

The presence of shopping tours in the Kuta area is indeed very supportive. Most of the tourists want to enjoy the food and the special features in the tourist destination, either to be enjoyed directly or as souvenirs. In addition to enjoying tourist destinations such as the natural beauty and also don't forget to shop for souvenirs to take back to their regions / to their countries.

However, it is important to be considered by the local government to organize merchant outlets properly and neatly so as not to spoil the view. It is necessary to maintain order, security and cleanliness of tourist sites. The local community and the community as traders should obey all applicable regulations, so as not to damage the image of Kuta tourism. Likewise, the government always regulates, maintains and maintains the beauty of the tourist area of Kuta, regulates traders so as not to disturb the comfort of employees.

4.5 Conclusion

Based on the results of the discussion, it can be concluded that the following matters.

1) The tourist attraction of Kuta has a positive and significant effect on the decision of tourists to vacation in Kuta Bali. This means that the higher the tourist attraction of Kuta, it will increase the decision of tourists to vacation in Kuta Bali

2) Shopping tourism has a significant effect on tourist decisions on vacation in Kuta Bali. This means that shopping tourism in Kuta influences tourists to decide on a vacation in Kuta Bali

3) Shopping tourism moderate tourist attractiveness towards tourist decisions on vacation in Kuta Bali. It can be said that shopping tourism in Kuta strengthens the relationship between the influence of Kuta tourism attractiveness on tourists' vacation decisions in Kuta Bali.

4.6 Suggestion

Based on the results the suggestions that can be given are:

1) For local government and Kuta tourism managers

The government should not be complacent about the number of tourist arrivals at this time, but how can we maintain the beauty of this attraction all the time. Manager duty to keep maintaining the safety and comfort of tourists who come to Kuta, so that tourists get their tourism needs as expected.

2) For traders as shopping tour providers

Traders should provide quality products according to the prices. So that tourists feel comfortable, safe to shopping in Kuta. Maintaining harmony between shopping tourism and Kuta tourist attractions, increasing tourist decisions on vacation in Kuta Bali

3) For further researchers

Use three variables, one of which is the shopping tourism variable. To see the role of shopping tourism, by adding several other variables, or different locations. The number of respondents could be added to give better results.

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