

The Influence of Tourist Attitudes in Buying Food Souvenirs on Satisfaction and Purchase Intention

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Abstract

Tourists are showing an increasing interest in locally produced food and bringing it home as souvenirs. One of the souvenirs that can be brought home is food souvenirs. This study aims to examine the relationship between attitudes towards satisfaction and tourists' purchase intentions. The research method uses a quantitative method approach. Data collection was carried out using a purposive sampling technique using a questionnaire. The number of respondents who were used as research samples was 200 tourists. Research respondents were domestic tourists who shopped for food souvenirs and were willing to fill out a questionnaire. The analysis technique used is the Structural Equation Model with Partial Least Square. Data analysis using SmartPLS software. The results of the study show that attitude directly has a positive and significant effect on satisfaction and purchase intention. Satisfaction also has a direct and significant effect on purchase intention. In addition, attitudes have an indirect effect on purchase intentions through satisfaction. These findings provide opportunities for food souvenir businesses to develop marketing strategies that satisfy tourists so as to increase tourists' buying intentions for food souvenirs.

Key words: Attitudes, Food Souvenirs, Satisfaction, Purchase intentions,

INTRODUCTION

Souvenirs are very important for tourists when visiting tourist destinations. Tourists often feel that their trip is incomplete without souvenir shopping (Swanson and Timothy, 2012). Satisfaction associated with shopping for souvenirs can affect the behavioral intention of tourists to repurchase souvenirs. Souvenirs have the potential to build a tourist's social value (pride, prestige, and social needs) through giving souvenirs to his family and colleagues (Suhartanto, Ruhadi and Triyuni, 2016). In addition, giving souvenirs has three motivations, namely buying as gifts, buying as souvenirs to preserve

139

memories, and buying as evidence (Lin, 2016). This memory allows travelers to relive the experiences they gather from the trip. Souvenirs are used to represent personal character traits, social affiliations into groups and neo-tribes, and to show the travel history of individuals (Kuhn, 2020).

Food souvenirs provide a tangible symbol associated with the destination visited and reflect the unique local culture (Rolle and Enriquez, 2017). The image of food souvenirs has a dominant influence through perceived tourism value rather than through destination brands. The symbolic aspect of food is the most important attribute to consider. Food is one of the most common choices of souvenirs and is liked by tourists (Lin, 2016). Recent studies have considered the food that tourists buy in a tourist destination as an important souvenir (Suhartanto, Ruhadi and Triyuni, 2016). Food souvenirs, especially local food and specialties, are recognized as real products to capture the unique nature of the destination. Therefore, tourists buy certain foods to be enjoyed physically and mentally and associate their identity with the destinations visited (Lin and Mao, 2015). Food souvenirs not only extend and amplify the travel experience of tourists, but can also be shared with those who receive souvenirs (Altintzoglou, Heide and Borch, 2016).

Several studies on tourist behavior related to the purchase of food souvenirs have been carried out. Food souvenir buying behavior (Altintzoglou, Heide and Borch, 2016), motivation to buy food souvenirs (Lin, 2016), satisfaction and purchase intention of food souvenirs (Suhartanto, Dean, *et al.*, 2018), the perceived value and purchase intention of tourists for food souvenirs (Ho *et al.*, 2020). However, the impact of tourist attitudes when shopping for food souvenirs which is associated with tourist satisfaction and behavior in the future has not been widely carried out.

Therefore, this study tries to broaden our knowledge of tourists' attitudes about food souvenirs and how they relate to tourist satisfaction and behavior. In particular, this objective aims to examine the relationship between attitude and satisfaction with the intention to buy souvenirs. This study is expected to be a consideration for food souvenir business people in developing their business in the future.

LITERATURE ANALYSIS AND METHODOLOGY

Attitude

Attitude is the extent to which a person has a favorable or unfavorable evaluation of the behavior in question (Ajzen, 1991). Individual intention towards a product, can be seen from a person's attitude. Someone who shows a more favorable attitude toward a product, the greater the individual's intention to perform certain behaviors (Ajzen, 1991). Someone will act according to their attitude. The consumption value of tourists'

140

local food effectively explains tourists' attitudes toward local food, food destination image, and behavioral intention (Choe and Kim, 2018). The positive attitude of tourists when shopping for food souvenirs has a significant effect on increasing tourist satisfaction (Orgaz-Agüera and Moral-Cuadra, 2020). The results showed that tourists' attitudes and purchase intentions towards food souvenirs were influenced by product quality, aesthetic value, product uniqueness, portability, and pleasant shopping environment (Kim and Littrell, 1999). Tourist attitudes towards food souvenirs have a positive and significant effect on satisfaction and post-purchase behavioral intentions (Suhartanto, Dean, *et al.*, 2018).

Satisfaction

In tourism, tourist satisfaction describes the expectations to be achieved before travelling and experiences after travelling. When expectations are compared with experiences that generate pleasant feelings for tourists, tourists are satisfied. However, if the sense of tourists is not happy, the tourists are not satisfied (Altintzoglou, Heide and Borch, 2016). The satisfaction that tourists get has a significant impact on them visiting again and making recommendations to others (Altunel and Koçak, 2017). Satisfaction with purchased food souvenirs is the main driver for the satisfaction obtained by tourists when visiting a tourist location (Suhartanto, Dean, *et al.*, 2018). Food souvenirs must suit the needs of tourists. Too high expectations of food souvenirs cause low tourist satisfaction (Altintzoglou, Heide and Borch, 2016). Tourist satisfaction obtained when shopping for souvenirs has a significant effect on the intention of tourists to visit back to their destination and willing to give recommendations to others (Komariah, Rasid and Abdul, 2020).

Purchase Intentions

The satisfaction of tourists towards food souvenirs purchased has a significant and positive effect on the behavioural intentions of post-purchase travellers (Rakhmetova and Budeshov, 2020). The intention of the traveller's behaviour after the purchase can be seen from the intention to repurchase, Intention to recommend, intention to repurchase even if the price increased, and intention to say something positive (Suhartanto, Dean, *et al.*, 2018). The intention of buying consumers towards food products is higher if the consumer has a lofty attitude towards the function of the food product (Szalka and Tamándl, 2019). The intention to buy is described as the effort and strong urge to buy a specific product in the future, the ability to consider purchasing the product, the decision to repurchase the product, and the willingness to recommend the product (Maharani et al., 2020).

Based on the literature previously described, the gaps and research objectives to be achieved, the researcher develops the following hypothesis:

- H1: The relationship between attitude to satisfaction is positive and significant.
- H2: The relationship between attitude to purchase intentions is positive and significant.
- H3: The relationship between satisfaction to purchase intentions is positive and significant.
- H4: The relationship between attitude and purchase intention through satisfaction is positive and significant

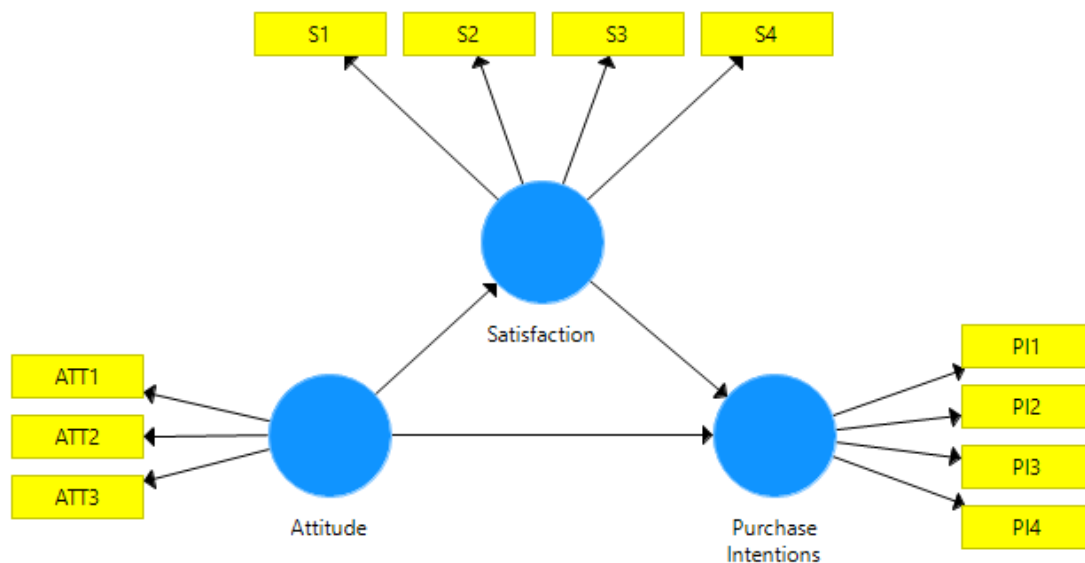


Figure 1. Conceptual Framework

This research used a quantitative method approach. The respondents in this study were domestic tourists who bought food souvenirs at souvenir outlets scattered in Pangkalpinang City Kepulauan Bangka Belitung Province, Indonesia. The sampling method using purposive sampling method with the number of respondents as many as 200 tourists.

Data collection is done with help questionnaires and in-depth interviews. The questionnaire contains 11 indicators representing three variables: attitude, satisfaction, and tourists' purchasing intentions. The questionnaire consists of three items to measure attitude, four things to measure tourist satisfaction, and four entities to measure tourist purchase (Karsiningsih *et al.*, 2021). Indicator measurement of attitude variables and buying preferences using Likert scale rated from 1: strongly disagree, 2: disagree, 3: neutral, 4: agree, until 5: strongly agree. While the satisfaction variable uses a 5-point

Likert scale type (1=very dissatisfied; 2=dissatisfied; 3-Neither satisfied nor dissatisfied; 4=satisfied; 5= very satisfied).

The research data was analyzed using the Structural Equation Modeling Partial Least Squares (SEM-PLS) method. The research model was tested with SmartPLS software. SmartPLS has become one of the best-known tools for analyzing consumer behavior (Sarstedt and Cheah, 2019), including Tourist behaviour. Data analysis is done in two stages. The first stage evaluates the measurement model to test the validity and reliability of the data. The second stage evaluates structural models to analyze paths and test research hypotheses.

RESEARCH AND RESULTS

Description of the respondents

There are 200 domestic tourists who are eligible to be respondents. Detailed descriptions of the respondents can be seen in table 1.

Table 1. Description of the respondents

Variable	Category	Frequency	%
Gender	Male	94	44,76
	Female	116	55,24
Age	19 - 27 years	68	32,38
	28 - 36 years	93	44,29
	37 - 45 years	28	13,33
	> 45 years	21	10,00
Education	High School	67	31,90
	Undergraduate	122	58,10
	Postgraduate	21	10,00
Visit Frequency	one time	12	5,71
	Twice	27	12,86
	Three times	34	16,19
	More than Three times	137	65,24

Table 1 shows that respondents who bought food souvenirs were dominated by women (55.24%), were young (range 28-36 years), had undergraduate education (58.10%), and had visited more than 3 times (65 %). This shows that the majority of tourists who buy food souvenirs are not tourists who are visiting the Bangka Belitung Islands Province for the first time. So that tourists have sufficient knowledge when shopping for food souvenirs that they have to bring home as souvenirs.

Measurement Model Evaluation

In this study, the measurement model was tested by evaluating outer loading, AVE (Average Variance Extracted), composite reliability (CR), and discriminant validity. Testing models based on procedures (Hair *et al.*, 2019). test results can be seen in table 2.

Table 2. Measurement Model Evaluation

Variables	Code	Loadings**	CR	AVE
Indicators				
Halal Food Souvenirs				
I Like it because I bought it before	ATT1	0.894	0.931	0.819
I Like it because it's unique	ATT2	0.831		
I like it because it's easy to carry	ATT3	0.889		
Satisfaction				
Satisfied with the product	S1	0.878	0.945	0.812
Satisfied with the price	S2	0.894		
Satisfied with values (such as religion, safe product, healthy products, and clean products)	S3	0.861		
Satisfied with service	S4	0.884		
Purchase Intentions				
Intention to repurchase	PI1	0.879	0.932	0.773
Intention to recommend to others	PI2	0.842		
Intention to say something positive	PI3	0.897		
Intention to repurchase even if the price increased	PI4	0.899		

Note: **Significant at $p < 0.01$

Table 2 indicates that the validity test performed is qualified. This can be seen from loading factors higher than 0.708 and AVE values higher than 0.5. The value of the Heterotrait Monotrait ratio (HTMT) shows the importance of discriminant validity. Discriminant validity assessment using the HTMT value is more reliable. The recommended HTMT value for each variable should be less than 0.90. The results of the HTMT evaluation in this study ranged from 0.781 to 0.811. The value is smaller than 0.9, indicating that the validity of the discriminant is met.

Furthermore, composite reliability (CR) measures internal consistency reliability. The CR value illustrates the extent to which the construct indicator indicates a latent construct ranging from 0.931 to 0.945, which exceeds the recommended amount of 0.7. Based on the CR value, all variables are reliable.

Therefore, all indicators and variables pass the measurement model evaluation process and meet all the thumb rules, as shown in Figure 1.

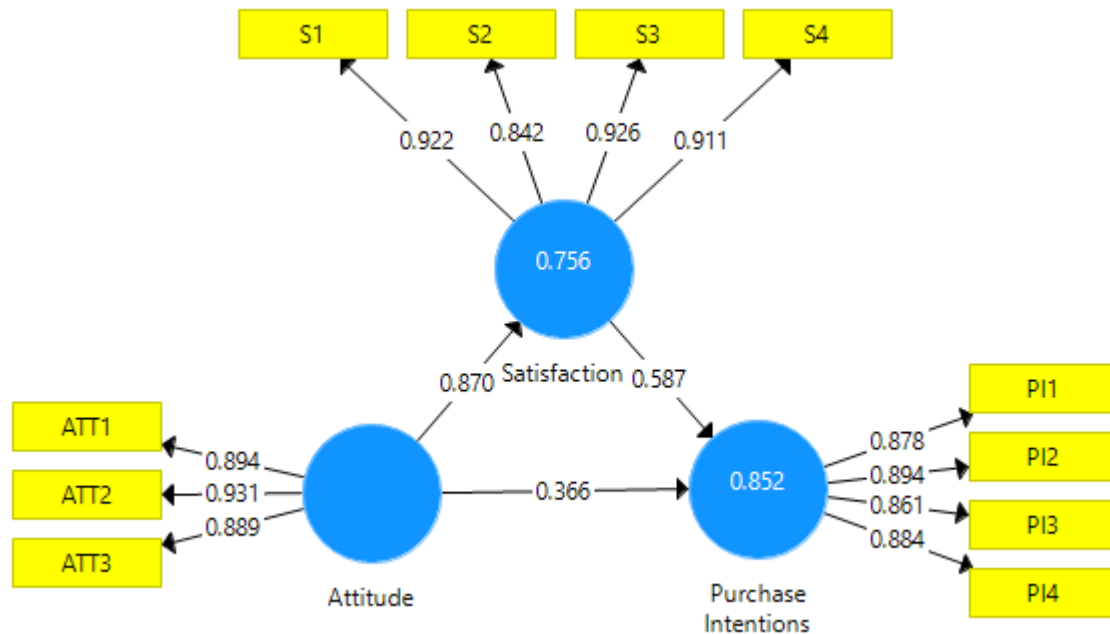


Figure 2. Measurement Model Evaluation

Structural Model Evaluation

The relationships between constructs were analyzed through structural equation modelling. The bootstrapping technique was used to find out the significance of the coefficient. Hypothesis testing in the PLS-SEM analysis is determined from the bootstrap results. Based on the data analysis results that have been done, the Goodness of Fit (GOF) model shows a value of 0.796. This value is greater than the recommended value of 0.36. These findings hint that the proposed research model could validate the sample as a whole. The analysis results showed that the inner VIF of the structural model for all research variables qualified because it was less than 5. The inner VIF in this study ranged from 2.421 to 2.878. This value indicates that all research variables do not experience colinearity issues.

Table 3 shows that the test results of all hypotheses both directly and indirectly are positive and significant. In other words, hypothesis H1, hypothesis H2, hypothesis H3, and hypothesis H4 are supported. The hypothesis is supported based on a path coefficient of at-statistical value greater than 1.96 with a p-value of less than 0.05.

Table 3. Result of hypothesis testing

H	Path	β	Standard Error	t-value	Decision
H1	Attitude -> Satisfaction	0.870	0.041	21.118**	Supported
H2	Attitude -> Purchase Intentions	0.366	0.189	2.937**	Supported
H3	Satisfaction -> Purchase Intentions	0.587	0.184	3.190**	Supported
H4	Attitude -> Satisfaction -> Purchase Intentions	0.510	0.172	2.973**	Supported

Note: **Significant at $p < 0.01$

H1, H2, and H3 are direct hypotheses. While H4 is an indirect hypothesis. The results of hypothesis testing are as follows:

First, attitude has a positive and significant effect on tourist satisfaction. This shows that tourists who have a positive attitude towards food souvenirs will have a significant effect on satisfaction. This means that the more tourists like the food souvenirs purchased, the higher the satisfaction obtained by tourists. Satisfaction can be reflected in satisfaction with products, prices, values and services. The positive attitude of tourists towards food souvenirs can be seen from the quality of food souvenirs that have been eaten before, are unique, and the ease in bringing food souvenirs home. Feelings of pleasure about the quality of food will make a positive assessment of the product, so that it will affect the level of satisfaction ((Sanzo *et al.*, 2003). Consumer attitudes provide information about consumer preferences. So that producers can offer products that match the quality and price expected by consumers (Ali, 2021). It is important to understand consumer attitudes in product development (HO, VU and VU, 2020). Food souvenirs that are in accordance with the wishes of tourists can increase tourist satisfaction when shopping for souvenirs.

Second, attitude has a positive and significant effect on purchase intention. This means that the more positive the attitude of tourists towards food souvenirs, the higher the purchase intention. Tourists who have a positive attitude towards food souvenirs will have the intention to repurchase, the intention to recommend to others, the intention to say something positive, and the intention to repurchase even if the price is increased. The attitude of tourists when buying souvenirs has a significant effect on purchase intentions (Meitiana *et al.*, 2019). The higher the liking for food souvenirs, the higher the tourist's purchase intention. The quality of food souvenirs perceived by tourists positively has a positive impact on purchase intentions (HO, VU and VU, 2020). The attitude of tourists towards local food souvenirs such as the uniqueness of the food and the quality of the food will influence the purchase intention. Tourists like to buy typical food souvenirs and

describe tourist destinations. Besides that, the quality of good food souvenirs is a consideration when giving these food souvenirs to other people such as family, friends, or colleagues. Attitudes of tourists towards local food will influence purchase intentions (Birch and Memery, 2020). Attitudes towards local food have a positive effect on the intention to recommend local food and the intention to visit tourist destinations (Choe and Kim, 2018).

Third, satisfaction has a positive and significant effect on purchase intention. This illustrates that the higher the satisfaction felt by tourists with the food souvenirs purchased, the higher the tourist's purchase intention. Tourist satisfaction with food souvenirs will affect post-purchase behavior, which consists of intentions to repurchase, recommend, say something positive, and repurchase even if the price goes up. The results of this study are in line with the findings (Suhartanto, Chen, *et al.*, 2018). Satisfaction with food souvenirs is an important driver for tourists to visit destinations again. The satisfaction obtained by tourists has a positive and significant effect on purchase intentions (Karsiningsih *et al.*, 2021). High or unrealistic expectations of food souvenirs lead to low satisfaction and low repurchase intentions (Altintzoglou, Heide and Borch, 2016). Tourist satisfaction with food souvenirs causes tourists to make return visits. Field findings show that 65% of tourists have a frequency of visits of more than 3 times. Local food influences satisfaction and intention to revisit (Piramanayagam, Sud and Seal, 2020).

Fourth, attitude has a positive and significant effect on purchase intention through satisfaction. Tourist satisfaction is characterized by good tourist attitudes towards the food souvenirs offered, product prices that are reasonable, contain expected values (such as: religious values, safe products, healthy products and clean products), and satisfactory service. The attitude of tourists in buying food souvenirs influences purchase intentions depending on tourist satisfaction (Suhartanto, Dean, *et al.*, 2018). Food quality as a whole significantly influences customer satisfaction and behavioral intention and also reveals that the relationship between food quality and customer behavioral intention is mediated by satisfaction (Espejel, Fandos and Flavián, 2008).

The results showed that attitude accounted for 75.6% satisfaction ($R^2 = 0.756$). Also, attitude and satisfaction explain 85.2% of tourist's buying intentions ($R^2 = 0.852$). R^2 values are distinguished into 3 classifications, i.e. weak ($R^2 = 0.19$), moderate ($R^2 = 0.33$), and substantial ($R^2 = 0.76$) (Chin, Peterson and Brown, 2008). Take this opinion into account, and it can be concluded that both R^2 is Substantial. The predictive relevance (Q2) analysis results state that all variables are positive or greater than zero. The research model is declared good if the Q2 value is greater than 0 (Sarstedt and Cheah, 2019). The evaluation of the structural model can be seen in Figure 2.

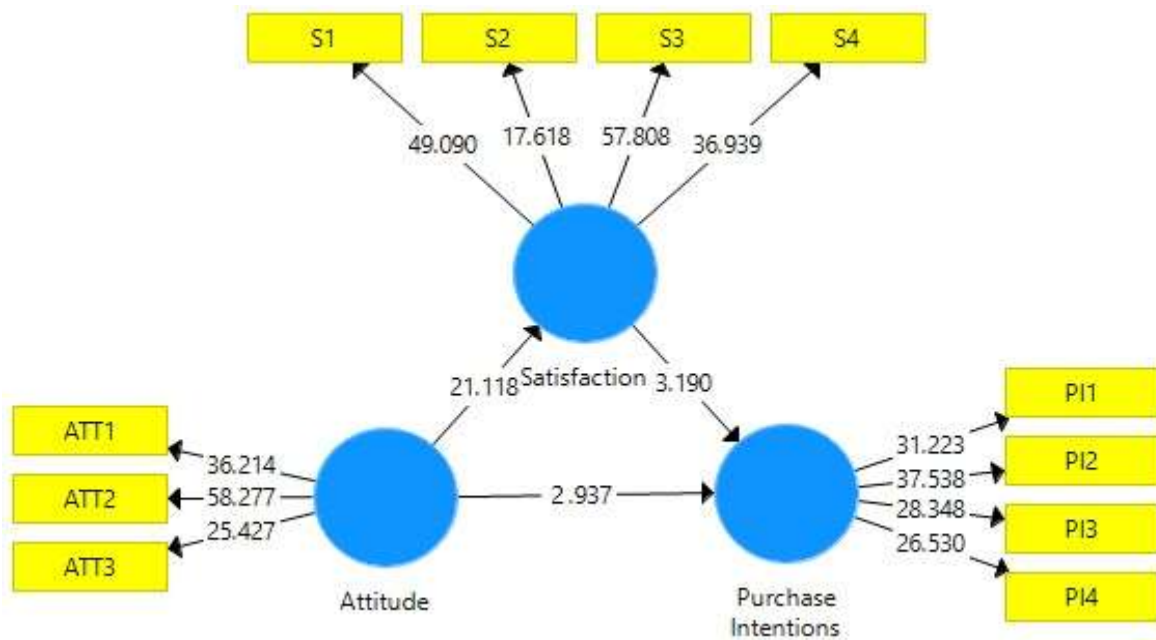


Figure 3. Structural Model Evaluation

CONCLUSION AND RECOMMENDATIONS

Local and typical food are souvenirs that can be brought home by tourists when visiting a tourist destination. This study examines the relationship between attitude, satisfaction, and purchase intention of tourists when shopping for food souvenirs. The results of the study show that attitude directly has a positive and significant effect on satisfaction and purchase intention. Satisfaction also has a direct and significant effect on purchase intention. In addition, attitudes have an indirect effect on purchase intentions through satisfaction. These findings provide opportunities for food souvenir businesses to develop appropriate marketing strategies to satisfy tourists so as to increase tourists' buying intentions for food souvenirs.

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