

# Consumer Decision Making Process on Various Local Products of Banten Specialized in Anyer Tourism Area

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**Keywords:** Decision-making Process, Local Banten Products, Beach Tourism.

**Abstract:** Banten Province is very rich in tourism potential and is very beautiful, especially for coastal tourism. One of the most famous tourist areas is the Anyer beach. The purpose of this study was to assess the consumer decision-making process towards various typical local Banten products that exist in the Anyer beach tourism area. The object of this research is tourists who are in Anyer tourist beach area in 3 locations, namely 0 Km beach, Marbella Hotel and Mambruk Hotel. The method used in this research is quantitative descriptive method. The sampling technique used is nonprobability sampling by accidental sampling. The location is determined intentionally (purposive) that is at the tourist location of Anyer beach. The analytical method used is descriptive analysis by distributing the questionnaire and then identifying the consumer decision-making process in choosing a typical local Banten product. Secondary data is obtained by various agencies such as the Department of Tourism, Cooperatives and MSEs and other literature studies. The results of this study indicate that tourists are interested in buying typical local products for gifts. Some important factors for guaranteed continuity include more attractive packaging and hygiene as well as parking available. Promotion is very important to introduce Banten local products. Some of the many products that are in demand and favored by consumers are emping, milkfish satay, ceplis and aren ginger. The results of this study are very useful for SMEs to develop their products. Additionally, it can be used for local governments to plan the development of Anyer tourism areas and the development of local SME products in supporting the tourism sector. The role of the government in forming clusters will accelerate the process of developing SMEs. The results of this study can be used as preliminary data for further research in terms of both quantitative research and studies involving the government for the implementation process.

## 1 INTRODUCTION

Banten Province is the gateway to the flow of human, goods and services between Java and Sumatra. Banten Province has become part of the Asian and International trade circulation and as a potential agglomeration location of the economy and agriculture and plantations. The Banten region, especially the Tangerang raya area (Tangerang City, Tangerang Regency, and South Tangerang City), is a buffer zone for DKI Jakarta as the capital of Indonesia. Geographical location bordering DKI Jakarta, West Java and Sumatra Island, makes Banten Province a strategic area for the ownership of the tourism sector. Banten Province is one of the most attractive provinces in Indonesia as a tourist destination considering there are more than 500 attractions in various parts of the regency and city (Disbudpar 2015). One of the most famous beaches

and destinations for tourist destinations is Anyer Beach.

The development of SMEs will support the development of the tourism business sector as well as vice versa because the tourism sector is one of the good markets for selling SME products, especially those based on agribusiness are providers of snack foods as souvenirs. Banten Province is one of the most attractive provinces in Indonesia as a tourist destination considering there are more than 500 attractions in various parts of the district and city (Disbudpar, 2015).

Tourism potential is dominated by coastal tourism which is circling almost the entire province of Banten. Beach tourism objects are 85 beaches while the rest are mountain attractions, waterfalls, hot springs, cultural tourism and artificial tourist areas.

The availability of local food products that are used as souvenirs by tourists also needs to be

considered. Along with the increasing number of tourists visiting the Anyer Beach Area, it is expected that local food products can be better known and sought by the wider community not only by the people of Banten Province. Local food product processing activities are currently one of the efforts undertaken by the government to improve the regional economy by utilizing the raw materials available in the area so as to increase the sale value of raw materials from the region, one of which is in Banten Province which has various kinds of local food products that are characteristic of Banten Province.

Based on this data, souvenir sellers sell more food products from outside the market. 80% of food products sold are food products that come from outside, whereas food products originating from Banten alone only account for 20%. Based on the phenomenon described above, in this study we try to analyze the process of consumer decision making in choosing typical Banten souvenirs in tourist attractions especially along the Anyer beach.

The development of SMEs will support the development of the tourism business sector as well as vice versa because the tourism sector is one of the good markets for selling SME products, especially those based on agribusiness are providers of snack foods and souvenirs. Banten Province is one of the most attractive provinces in Indonesia as a tourist destination considering there are more than 500 attractions in various parts of the district and city (Disbudpar, 2015). Potential tourist sites in Banten Province can be seen in Figure 1 below:



Figure 1: Map of Tourism Potential in Banten Province.

Tourism potential is dominated by coastal tourism which circles almost the entire province of Banten. Beach tourism objects include 85 beaches while the rest of the tourism objects are mountain attractions, waterfalls, hot springs, cultural tourism and artificial tourist areas. One of the most famous and most visited tourist attractions is the Anyer beach. The number of tourists visiting tourism objects in Banten Province can be seen in Table 1 below this.

Table 1: Number of Architects and Foreign Tourists Visiting Tourism Objects in Banten Province 2011-2016.

Reff	2013	2014	2015	2016
Domestic Tourist	17.919.729	13.151.877	14.118.787	15.876.353
Foreign Tourist	152.691	242.233	126.162	281.758
Jumlah/ Total	18.072.420	13.394.110	14.243.949	16.158.111

Based on Table 1 above the number of tourists visiting tourist attractions in Banten Province has fluctuated. In 2012 to 2014 the number of tourists experienced a decrease of almost 50% due to inadequate access to tourism sites and a lack of government role in tackling the problem. In 2014 to 2016 the number of tourists began to increase by 25% where in 2014 the number of tourists was 13,394,110 and in 2016 the number of tourists increased by 16,158,111. The increase of tourists in 2014 to 2016 was caused by the role of the government which had begun to take part in tackling existing problems such as improving infrastructure and infrastructure towards tourist objects in the Regencies and Cities in Banten Province. The growth of SMEs and tourism markets is also a supporter of the increasing number of tourism.

## 2 LITERATURE REVIEW

Local food processing products are processed food products made from local resources processed and managed by home industries and MSEs. The abundant potential of local resources in Banten province is a huge potential for SME development. Until now the existence of local food processed products in Banten Province is still not exposed compared to other local food processed products from the province in Java. This is true despite the fact that the quality and taste of Banten's products are comparable to other provinces' local food products (Meutia, 2017).

The development of SMEs is one of the efforts to develop local special products, especially tourism

areas. The agribusiness-based SME sector has not become a serious concern from the government because of its presence in remote areas and is considered not problematic because it processes local resources. The tourism sector and the existence of SMEs are very important things like two sides of a coin that cannot be separated. The tourism sector is going forward so that it will automatically encourage the growth of the SME sector. The tourism sector is ideally supplied with souvenirs so that those who can supply the souvenirs include SMEs around the tourism area including in Anyer-Carita in Banten Province (Meutia; 2014).

## 2.1 Tourism

The definition of Tourism in general is a journey that is carried out by a person temporarily held from one place to another by leaving the original place and without the purpose of earning a living in the place he visits, but solely to enjoy tourism activities or recreation to fulfil diverse desires. Additionally, the notion of tourism is technically an activity carried out by a person or group in the territory of its own country or another country by using the convenience of services and supporting factors as well as other facilities held by the government, the business community and the community in order to realize the wishes of tourists .

Based on the distribution of tourism types in Banten Province, it is dominated by coastal tourism, religious tourism and cultural tourism. Beach tourism covers almost all areas in the Banten region, religious tourism, namely old tourism and cultural tourism is located in Lebak Regency in the Baduy tribe, both the inner Baduy and the outer Baduy.

## 2.2 Decision Process

Consumer behavior as a study of purchasing units (buying units) and exchange processes involving acquisition, consumption, and disposal of goods, services, experiences, and ideas. This definition contains a number of important concepts. First, the process of exchange (exchange process) where all resources are transferred between the two parties, namely between the consumer and the company that involves the acquisition, consumption, and disposal of goods, services, experiences, and ideas. Second, the term buying unit (buying units). This term is used because purchases are made by groups or individuals.

Consumer behavior will influence decision making. The consumer decision process in

purchasing varies, because it is influenced by many factors. Amilin et al (2018) classify the factors that influence the purchasing decision process into three factors, namely environmental influences, individual differences and psychological processes. Environmental factors that influence a person are explained by Meutia et al. (2018) and (Ismail, 2015) in several ways, namely: culture, class and social status, personal, family and situation influences. Culture influences products that consumers buy in three forms (Ismail et al., 2012; Ismail, 2016). First, culture influences the structure of consumption. Second, culture influences how individuals make decisions. Third, culture is the main variable in the creation of meaningful communication in products (Ismail, 2013a; Ismail, 2013b). Meutia and Ismail (2012) state that social class refers to grouping the same people in their behavior based on their economic position in the market (Meutia et al., 2017; Meutia et al., 2018). Social class is a relatively permanent and tiered division in a society consisting of individuals who share the same values, interests and behaviors. Social class is not determined by only one factor, such as income but is measured as a combination of work, income, education, wealth, and other variables.

Differences in social classes are often used as the main variables in explaining consumer differences in studies of consumer behavior. Personal influence often plays an important role in consumer decision making, especially if there is a high level of involvement, there are perceived risks, and products or services have public visibility. This situation is expressed through reference groups or through other communications. The family is a group of two or more people who are connected by blood, marriage, or adoption, and live together.

## 3 METHOD

This research is a basic research that identifies phenomena that occur in the field that can be used as a basis for further research. Basic research aims to participate in the development of science. This research was conducted in the Anyer Region by taking 3 strategic locations that are often visited by tourists. namely 0 Km beach, Marbella Hotel and Mambruk Hotel. The research method used in this research is quantitative descriptive method. The sampling technique used is non probability sampling by accidental sampling. The analytical method used is descriptive analysis by spreading the questionnaire and then identifying the consumer

decision-making process in choosing a typical local Banten product. Secondary data is obtained by various agencies such as the Department of Tourism, Cooperatives and MSEs and other literature studies.

## 4 DISCUSSION

### 4.1 Respondents

Respondents who bought local typical products were dominated by women by 53% and men by 47%. This is a potential market that needs to be developed for the development of local typical SME products. Based on the average age of respondents who buy typical local products is the productive age between those that are dominated between the ages of 17 years to 40 years. SMEs can be more creative in developing their local specialty products so they can be consumed by consumers aged 17 to 40 years.

In this study, we identified several characteristics of consumers that are considered influential in making decisions in choosing typical local products including gender, age, level of education and other characteristics that are considered influential. Based on gender and age, the data can be seen in Table 2 below

Table 2: Characteristics of Respondents by Gender and Age.

Gender	Freq	%
Man	62	47
Woman	70	53
<b>Sum</b>	<b>132</b>	<b>100</b>
Age	Freq	%
17-23	45	34
24-30	46	34.8
31-40	22	16.6
41-50	15	11.3
>50	4	3.3
<b>Sum</b>	<b>132</b>	<b>100</b>

Based on the average respondent, the sample group is dominated by students, civil servants, private and others. This shows that respondents who visit Anyer beach tourism sites have permanent jobs that will affect their income. The location of the beach that is close to the capital is a great opportunity to be used as a refreshing place for the community, especially using the day off to travel.

### 4.2 Interest in Purchasing

Need recognition can be defined as the perception of the difference between the desired situation and the actual situation that is sufficient to arouse and activate the decision process. Respondents' interest in purchasing Banten typical local food products can be seen from some respondents who are interested in buying typical local Banten food products which are 78 respondents or 59% and as many as 6 people or 5% of respondents are not interested in buying Banten local food products.

Most respondents are interested in making purchases of Banten's local food products because the products sold are dominated by products from outside Banten which have often been met by respondents while for Banten local food products can only be obtained if the respondent is in Banten Province, and this becomes a characteristic of Banten Province. The need for Banten local food products is high. It is known that almost all respondents make Banten local food products as souvenirs or handicrafts which consists of 112 respondents or 85% whereas as many as 20 respondents or 15% just want to try Banten typical local food products at that time. Many respondents purchase local food products typical of Banten as souvenirs because of the culture that has grown in the Indonesian society that when one visits a tourist spot, one must bring a handicraft or souvenir for family and friends.

### 4.3 Information Retrieval

Information retrieval can be interpreted as a motivated activity which is conducted from knowledge stored in memory or information retrieval from the environment. Information about Banten's typical local food products is not widely acquired by respondents due to the lack of promotion and introduction to Banten's typical local food products. As such, the information that is widely known by respondents regarding Banten's local food products is only through word of mouth promotion strategies.

### 4.4 Alternative Assessment

Banten's typical local food product which is widely known by respondents is chips due to their distinctive taste and also due to the high number of sellers who sell chips along the Anyer beach tourism locations both sold in stores and sold by traveling sellers along the Anyer beach (Meutia et al., 2015).



Milkfish satay product is one of the products that is very well known and only found in Banten Province because of its unique taste. Respondents can enjoy milkfish in different ways without the presence of bones, many milkfish satay sold at gift shops. In addition to emping and milk satay products, respondents also know that gipang is a light food that has a sweet taste with a slightly sticky crunchy texture, and the last is ceplis which is a modification of chips with the addition of flavors not only original but also balado and sweet variants. .

Prices are the main consideration in purchasing Banten typical local food products from 100 respondents or 76% who choose the price to be the main consideration in the purchase and 32 respondents or 24% have a price is not the main consideration in purchasing a product. In this study respondents thought that price is the main consideration in making a purchase because if the price offered is not in accordance with the product offered by the respondent they will not make a purchase.

The place has become one of the considerations of consumers in purchasing products. This is seen from the views of 83 respondents or 63% who chose a place that was easily found to be the main factor in purchasing typical local Banten food products whereas 49 respondents or 37% chose large parking area as a factor to be considered in purchasing Banten typical local food products .

Purchasing Decision is a stage where consumers must be able to make decisions on how to determine a purchase. Purchasing is a function of two determinants, namely intention and influence of the environment and or individual differences. Most respondents do plan to buy local food products as a gift. This is because in making a purchase decision for a typical Banten local food product consumers have planned which one to buy as a gift. The typical products available will be made the main target of the purchase and will be the signature of the region. Some consumers also choose to be unplanned in purchasing decisions. This includes those who did not want to buy, but when there are attractive promotions on typical products offered, consumers will change their decisions and buy typical products in the area to be made a souvenir.

## 5 CONCLUSION

Based on the results of the above research, it can be concluded in this study that tourists are interested in buying local special products as gifts that are

important for guaranteed continuity, easy to attain, secure in terms of local food products, attractive in terms of packaging and hygienic. The place of purchase having parking available is also an important factor. Promotion, availability of information, and product diversity are very important to introduce Banten local products. The many products that are in demand and favored by consumers include emping, milkfish satay, ceplis and aren ginger. Tourists are very interested in buying products, especially typical products of Banten, not products outside Banten in tourist attractions. This is a good opportunity to develop SMEs that are based on local food products. Additionally it requires guidance from various parties, especially the government as a policy maker.

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