



EFFECT OF INFORMATION SOURCE ON VACATION DECISION FOR FOREIGN TOURISTS IN BALI

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ABSTRACT

Sources of information is an important variable in understanding purchasing decisions made by tourists. Some studies conducted by a supplier of tourists, or studies conducted in the Origin of Travelers show the source of information used by tourists, including: (1) magazine, or media, (2) institutional brochures, (3) commercial flyers, (4) travel Agent, and (5) internet. The source of information that becomes the choice for tourists, should be understood by the marketers because each source of information that has characteristics different from each other.

This paper aims to determine the most dominant source of information affecting tourist decisions. Whether media variables, instutusal brochures, commercial brochures, travel agents, and the internet have partial effects on tourist decisions, or influence simultaneously.

Keyword : Tourist Information Search, Tourist Purchases Decisions,

Preliminary.

When the publication by Poon (2000) reveals that behind the tourism business is information, the research further reinforces his predecessor studies (Mathieson & Wall, 1982; Wahab, Crampon, & Rothfield, 1996; Schmoll, 1997) stating that information has a significant

effect To the holidaymakers' decisions. Information used by travelers is different in form and source (Fodness & Murray, 1999).

The choice of the different and different information is determined by consideration of the costs and benefits derived from the source of such information (Lake, 2001.). Stigler (1981) and Bettman & Sujan (1987) referred to it as the dimension of cost considered by travelers. This cost consideration is influenced by: (1) how much cognitive effort, 2) time sacrificed in the process of information retrieval (time), and (3) costs sacrificed in the search process (financial) . If the information search is fulfilled from a particular source of sources, it can be assumed that the cost consideration has a significant effect on the use of the information resources.

Products of the tourism industry, in contrast to generally known products. For tourism industry products, when purchasing and consumption are separated by distance, time, and diversity (Srikaya, Mcleland and Uysal, 1996). Consequently, the consumer of the tourism industry requires a deeper search for information on the product to be purchased (Mathieson & Wall, 1987, Schmoll, 1997). Consumers are also faced with a higher risk (Teare, 1992) than buying different products. Therefore, the source of information becomes factordeterminant in the buying process (Seabra, Lages, and Abrantes, 2004).

Searching Information by Travelers.

A more comprehensive study of the importance of information in decision-making processes in tourism, especially decision-making by tourists, has been done by Schmoll since 1977 with The Schmoll Model and Mathieson & Wall in 1982 with The Mathieson and Wall Model. The study gives an indication of the importance of information position for tourists in choosing and planning their vacation. When deciding to travel to a particular tourist destination and stay in a particular hotel, every traveler must go through a stage called the information retrieval process. Therefore, marketers seek to provide various sources of information that can be exploited by tourists.

The study conducted by Fodness & Murray (1999) mentions the source of information used by most travelers before vacationing to a destination destination, including: personal experiences, friends and family, travel agents, guides and travel brochures from various sources, magazines and newspapers, As well as various other sources depending on the situation and character of the tourists concerned. Studies conducted by the Regional Tourism Authority record 10 sources of information. While the study made by Seabra, Lages & Abrantes (2004) mentions media

magazines, institutional brochures, commercial brochures, travelagent, and internet as a source of information used by tourists.

From the study conducted by Fodness & Murray (1999), Regional Tourist Australian (2003) and Seabra, Lages & Abrante (2004), the information used as the criterion of this paper is a study conducted by Seabra, Lages & Abrante namely:

- (1) media,
- (2) institutional brochures,
- (3) commercial brochures,
- (4) travelagent, and
- (5) internet.

Before traveling, and setting a choice of stay in one Hotel, tourists usually, faced with some internal and external considerations. Various considerations made by tourists, showing the decision of tourists influenced by internal factors and external factors. Internal factors, such as motivation, perception, personal attitude, and learning (learning). While external factors are the influence of family (family influences), the influence of others (reference group influence), economic conditions (socio economics), cultural influences (cultural influence). Determination of internal and external factors to the decision of the tourist, influenced by stimulus factors made by pemarkar (Mc Guire, 1986) through marketing communications (Kotler, 2000). Marketing communication is the process of communicating products or ideas to the target market (Burnett & Moriarty, 1988). With communication, can be articulated relationships with customers over time, during the pre-sale, consumption, and post-consumption phase. Relationships developed during the pre-sale stage are the factors that determine the occurrence of a transaction with the target market. Prior to entering this stage, travelers will conduct an information search that will ultimately lead to a degree of engagement. Factor involvement is what shapes the perception, motivation, learning, and personal attitude. This relationship is evidenced by a study by Kapfener & Laurent (1985, 1993) in his description of dimensions involvement. Disclosed in the study, that the factor of a deep desire to know about the information about the tourist destination that will be chosen, causing involvement (involvement). The higher the desire to know about a particular subject, the greater the level of involvement required. These functional relationships encourage learning processes that impact on familiarity and expertise. Learning impacts arising from involvement affect the level of expertise well on tourism products or tourist destinations. If the

level of mastery and understanding of product knowledge (product knowledge) is still inadequate, it will occur the process of information retrieval. The search, done on internal sources and external sources.

Decision Making by Travelers.

The study of the importance of information in the decision-making process by tourists is done by Schmoll (1977) with The Schmoll Model and Mathieson & Wall (1982) with The Mathieson and Wall Model.

The study gives an indication of the importance of information position for tourists in choosing and planning their vacation. When deciding to travel to a particular tourist destination and stay in a particular hotel, every traveler passes a stage called the decision-making process. The decision-making process according to Pan (2001) begins with the process of searching information on a continuous (on going search) before entering the pre-purchase stage (pre purchase). The theoretical dimension describes the relationship of information with decision making.

McGuire (1976) argued, the process of seeking information such as tourists was implemented in two ways. First, the internal search, the process of searching information by tracing the source of information stored in the memory of tourists by continuing to search. In the absence of sufficient information, a subsequent search will be made, ie to external information sources, or external search (Bruck, 1986; Beatty & Smith, 1987). External sources of information, generally provided by marketers through magazines, brochures, sales kits, advertising and so forth including the internet. External search can also be done through friends, neighbors, or other parties who already have travel experience.

The internal and external search process by Alba & Hutchinson (1987), called the process of understanding the product knowledge (Dimensions of Product Knowledge) so that tourists change, become familiar with (familiarity) products or services to be purchased through the learning process, or Learning (Bettman, 1979; Bettman & Park, 1980). Learning factors that affect the expertise, or expertise of tourists because it is influenced by the involvement factor, or involvement (Broderick & Muleller, 1999).

When tourists decide to plan for a vacation, the initial information sought is a tourist destination. Two reasons why information about tourist destinations is a priority for information

seeking, because: first, the tourist destination is the most important element (Leiper, 1990), in determining the choice of vacation; Secondly, the tourist destination is the reason why tourists travel (Jensen, 2001).

Searching for information on tourist destinations, driven by the attractiveness of the tourist destination, existing facilities (amenities), accessibility facilities and the availability of detailed information (ancillary services). The position of tourists in the context of information on tourist destinations is very little, let alone never been visited. Therefore, information becomes a strategic part in decision making by tourists.

Information searching by travelers comes from internal information and external information. Most sources of information come from external information, because internal information is very limited. The source of the internal information supply comes from memory (the subject's memory), or the minds of tourists. This internal information supply can only be obtained from the experience of tourists (consumer's experience) and the willingness to receive information.

Therefore, external information very significant effect on the decision of tourists in determining the choice of vacation. The last study mentioned the source of external information used by tourists, namely: (1) media, (2) institutional brochure, (3) commercial brochures (4) travel agents, and (5) internet.

Information derived from the media generally in the form of advertising or articles made by consultants and journalists. While information derived from brochures can be divided into two sources, namely institutional and commercial brochures. Institutionalized brochures are made by government or tourism associations, while commercial brochures are information generated by hotels, or other commercial institutions. Information derived from travel agents and the internet, is provided by travel agencies and other businesses that use the internet as a means of disseminating information.

In the empirical level tourists are called buyers because tourists are intermediated by large travel agents (tour operators) are often called buyers. That's why when buyers enter the region's transit route region occurs an event called buyers meet sellers. Such economic events generally occur in road shows, trade shows or travel exchange (travex) used by hotel management for contract negotiations. Conversely, before the Hotel is marketed, tourists already have considerations that are influenced by factors from within tourists and environmental factors

outside the tourists themselves. Rating factor of the determined by: the perception of tourists (perception), learning (learning), traveling motivational factors (motivation), or the influence of personality called personal attitude. While factors from outside the tourists are determined by socio economic factors, cultural factors, reference group and family factors (family). From a more specific point of view, the categorization of internal factors and external factors, is broken down into several sub factors that are seen as influencing travel decisions. When the decision-making process, the influence of internal and external factors take place simultaneously or stand alone on the fly. One approach to understanding the demand of tourists, especially when deciding to stay at a particular hotel, is to make the identification and assessment through a series of consumer behavior theory to pembelian. Cooper (1999) states that there are three basic development stages of behavior theory known as consumer behavior theory.

First, beginning in 1930 until 1940 when it conducted empirical studies on companies that study the effect of promotion and advertising decisions.

Secondly, the 1950s were characterized by motivational research conducted through in-depth interviews, focus groups to test perceptions and develop other techniques. In this period presented aspects of the motives that exist in the minds of consumers.

Thirdly, it was only in the 1960s that consumer theories of consumer behavior in the form of text book. This paper was initiated by Engel, Kollat & Blackwell (1965) and followed in 1969 by Howard & Sheth.

The interest in consumer behavior study, initially focused on the industry and recently developed into the service industry sector. In its development, this momentum started by Wahab (1986), Crompon & Rothfeld (1996), Schmoll (1997) with the Schmoll model and continued with Mathieson & Wall (1982 which expands the concept of its predecessor.

Influence of Information Against Tourist Decisions

Schmoll, Mathieson & Wall has been using the tourism sector as a study in preparing the phase of decisions made by tourists. In Schmoll The above model, for example, is called that travel decisions are determined by (1) travel stimuli, (2) personnel and social determinants of travel behaviour, (3) external variables and, (4) characteristic and feature of services destination

The decision to travel initially begins with a desire for a vacation. Desire is characterized by the strong impetus to seek information about the tourist destination areas of interest to visit.

The decision is taken by first weighing and comparing the visited tourist destination then before entering the episode, there are four mutually encouraging variables affecting the minds of tourists. The first variable is the stimulus variable of marketers in the form of recommendation of travel bureau to stay in certain Hotel, retail agent offer, advertisement, book, brochure, or friend story ever traveling, so that give rise to the motives, wishes and delusion of the pleasure of staying at Resort Hotel. The existence of these motives, desires and fantasies, is part of the second variable, the personal and determinant of travel behavior as a result of the influence of economic status, personality, social status and attitude and views of tourists. The third variables are external variables consisting of beliefs on travel agent suggestions, image of tourist destination, previous travel experience, availability of time and cost. The fourth variable that influences the decision making process for travel is the characteristics and characteristics that mark the uniqueness of the tourist destination such as attraction and facilities owned, the costs and benefits gained, the quality and quantity of information available and so forth. The role of information in the context of this tourism Implicitly determine the choices taken by tourists.

Mathieson & Wall puts information search as the most important element in the process of making travel decisions, or travel decisions. The constellation of this information position is in line with various studies conducted by Pollock (1995) Bing Gursoy (2001), Pan (2003). From the model developed by Mathieson & Wall, it is disclosed that one's desire to travel is due to a systematic travel awarness done by destination management, thus encouraging continuous information searching until a +/- value of a number of tourist destinations is obtained. The results of the assessment made by the tourists raises the alternative choice of travel. The choice is influenced by determinant factor of trip feature such as trip distance, trip pressure, trip cost / value, trip duration, party size, domestic pressure, confidence in travel intermediaries and perceived risk uncertainty of travel. Based on the structure that tourists make the decision to travel. The study of information seeking in the context of consumer behavior, originally introduced by Mc Guire (1976) and Engel, Blackwell & Minard (1993). The concept developed by Mc Guire put more emphasis on the aspects of information processing significantly affect the selection of information before making a decision.

Consumers, or call it tourists need to be encouraged to provide one of his five senses receive a stimulus to be willing to accept the exposure. This form of stimulus is crucial to the next process. This stimulus is generally in the form of advertisements, news, images, audio, and

so forth, so the form of stimulating input is able to activate the sensory receptors of tourists. This sense activation is called sensation. If this stimulus phase, the Hotel marketer succeeds in giving sensation, the tourists will provide, or allocate the processing capacity for the new stimulus. Availability for the allocation of processing, called attention. That is how information is processed and transformed into memory to be retrieved in an internal information search.

In line with Engel's model, Blackwell and Miniard, Mathieson & Wall develops on information retrieval models conducted by travelers. Attempts to get attention, often a big difficulty factor. Therefore, an understanding of the factors that influence the attention becomes very important. Attention is influenced by two factors: (1) personal and (2) stimulus. Personal determinants are individual characteristics such as: motivation, attitude, adaptation and attention span. Factors stimulus can be, size, color, contrast, position, sound, movement and so forth that can get the attention of consumers. The ability to grab attention will open up the interpretation of stimuli such as price, product quality, so that at a later stage it depends on cognitive and affective responses. If you have entered the stage of acceptance. Then the information is absorbed into the memory of the senses, the memory of the term of the decision to travel In the perspective of Engel thinking, Blackward & Miniard (1993) the process of information search by tourists is done in two ways, namely, first internal search, the search process by tracing the information stored in Memory of tourists, and if there is not enough information then it will be a second search, that is external search (Beatty & Smith, 1987). External sources of information, generally provided by marketers through magazines, brochures, sales kits, advertising and so forth including the internet. External search can also be done through friends, neighbors or other parties who already have travel experience.

Internal and external search process by Alba & Hutchinson (1987), called the process of understanding of product knowledge (Dimensions of product Knowletge) so that tourists familiar with (familiarity) products or services to be purchased. This affects the expertise or expertise of these tourists. Brucks (1985) states that the factor of expertise possessed by the tourists. Familiarity occurs first before a person has expertise about the product to be purchased. Schematic relationships between factors that determine knowledge about the product, due to know well the product through the process of internal retrieval by performing trace memory memory owned by consumers. If the existing memory reserve is not enough to supply the required information, then the search for information outside the memory through various

external sources so that obtained a more complete knowledge. At this point wisatawa will be mastered (expertise) about the dimension of knowledge of a product and service. When tourists formulate their plans for a vacation then the first information sought is a tourist destination. There are two reasons why information about tourist destinations is a priority of information search. First, the tourist destination is the most important eleven (Leiper, 1990), in determining the choice for a vacation. Second, the tourist destination is the reason why tourists travel (Jensen, 2001). Information search conducted by tourists starts with information about destination (tourist destination), then proceed with searching information about hotel. Initial information searches for information sources on tourist destinations, as tourist destinations have features of attractiveness (atraction), support facilities (ammenities), accessibility facilities and the availability of detailed information (ancyllary services).

Information sought by tourists are various aspects that can explain and facilitate the decision of tourists, ranging from the arrival of tourists (departing travelers) to departure (retuming travelers). This information, theoretically will be easily obtained if the tourists already have involvement involvement called consumer invelvement which is theoretically influenced by four dimensions namelyintrest, pleasure value, sign value, risk. The first dimension of personal intrest, personal opinion of the importance of a product. Pleasure value describes the value provided by the product statue. Sign value is the level of ability possessed by a product to reveal the product. Dimension risk means the level of consequences to be accepted or rejected. Involvement factors become important in the process of facilitating the search for information because involvement affect the learning process (leaming).

That is why, repetitive guest can occur within a tourist destination because it is familiar with the visited tourist so that the dimension of risk possessed by a destination with positive value. From these circumstances will Information required by tourists, broadly covering information about the certainty about the package trip (tour package) and the program (ittinerary) to be followed by every traveler.

Conclusion

Sources of information is an important variable in understanding purchasing decisions made by tourists. Some studies conducted by tourist suppliers, or studies conducted in the Origin of

Travelers show the source of information utilized by tourists, including: (1) media, (2) institutional brochures, (3) commercial brochures, (4) travel agents, and (5) internet. The source of information that becomes the choice for tourists, should be understood by the marketers because each source of information that has characteristics different from each other.

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