Consumer Ethnocentrism Against Intention to Visiting Nature-Based Tourist Destinations in Bandung Regency

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Abstract: Tourism in Indonesia is one of the eleven types of jobs that absorbs the most labor. Tourism that is successful can be measured from a high level of visitation. The success of tourism is greatly influenced by the behaviors and attitudes of different tourists. Tourism has the purpose to fulfill tourists’ specific needs and desires. Interest in visiting is considered important because it can accelerate economic growth and preserve the socio-cultural aspects of local communities. This study aims to obtain; 1) an overview of consumer ethnocentrism, 2) the description of visiting interest, and 3) the influence of consumer ethnocentrism on interest in visiting. The method used was the explanatory survey with a sample size of 223 respondents. The data analysis technique used was a simple linear regression. Based on the results of the study, the consumer ethnocentrism variable that has the highest influence on visiting interest is the dimension of prosocial motivation, while the lowest influence is the cognitive distortion dimension. One of the efforts to increase interest in visiting is managers making strategies that are raised from the internal strategy. The internal strategy is brought up in order to answer the problems that arise in the five indicators, namely adding a sense of belonging to tourists, adding the value of proposition with the theme to Indonesia, both using a cultural approach and cultivating a sense of empathy for the nation.

Keywords: Consumer Ethnocentrism, Interest in Visiting

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Introduction

Tourism in Indonesia is one of the eleven types of occupations that absorbs the most labor. This sector is an industry with great potential. Successful tourism can be measured by a high level of visits. Tourism in Law number 10 of 2009 aims to improve the welfare of the people and uphold the principles of tourism which are benefit, fair, family and even distribution. Moreover, it can revive the passion of small and medium businesses in the community. Small and medium enterprises (SMEs) have a complementary role to the large companies in the creation of employment opportunities and economic growth in the country (Hurriyati, Razati, Sulastri, & Putra, 2016). Tourism is now considered to be one of the most important and developing parts of the global economy. This is considered a major component in economic development strategies (Mokry & Dufek, 2014).
Tourism is a significant sector for a country’s economic development (Seyidov & Adomaitienė, 2016). Besides, tourism is considered as an economic activity that has potential to stimulate global economic growth and contribute to gross domestic product (GDP), job creation, and foreign exchange generation (Cárdenas-García, Sánchez-Rivero, & Pulido- Fernández, 2015).

The success of tourism is strongly influenced by the behaviors and attitudes of tourists. Tourists have different needs and desires, and goals to meet their specific demand. Tourist behaviors really determine the choice of tourist destinations to be addressed (Singh Dahiya & Batra, 2016). The choice of tourists is based on the level of information they have about the destination. There are various ways and options available for tourists to choose their destination (Djeri & Plavša, 2007)

Research conducted by Bresler (2011) in South Africa stated that the constraints of development in the domestic market is due to fairly high level of interest in various holiday activities, but shows a low interest in using domestic service products. Only nine percent of tourists visit the beach, seven percent take part in the nightlife, five percent visit cultural, historical and heritage sites, five percent go to casinos, four percent goes to natural attractions, and four percent watch the animals. The use of holiday services products by tourists does not seem to match their level of interest. The absence of products that fall into the high-desire profile and high usage raises questions about familiarity with the products, access constraints, affordability and their understanding of utopian desires for holidays (World Economic Forum, 2014).

In Indonesia, the high level of consumptions in foreign products and services indicate that Indonesian consumers preferred foreign products and services compared to domestic products. Consumer ethnocentrism was adapted from the field of sociology (Shimp & Sharma, 1987) where Vida (2013) identified consumer ethnocentrism as consumers’ beliefs regarding propriety or morality in purchasing foreign-made products.

Of the 264.34 million domestic tourist trips in 2016, the amount of consumption expenditure reached Rp 241.67 trillion or an average expenditure per trip reached Rp 914.27 thousand. The largest part of this expenditure was used for domestic transportation, which was 36.52 percent, while the expenditure on accommodation only accounted for 10.40 percent. In 2017, there was a significant decline in domestic tourists; a drop by 11,769 as compared to 2016. This indicates that the population of Indonesia experienced a decrease in interest in visiting tourist destinations. (Tantowi, 2017).

Table 1 denotes the statistic of foreign and domestic tourists visiting the West Bandung area. The data below shows the fluctuation of tourists arrivals in the West Bandung area for the past six years.

Table 1. Number of Foreign and Domestic Tourists to the West Bandung Region (2011-2017)

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist</th>
<th>Domestic</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Foreign</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>225,585</td>
<td>6,487,239</td>
<td>6,712,824</td>
</tr>
<tr>
<td>2012</td>
<td>176,855</td>
<td>5,080,584</td>
<td>5,257,439</td>
</tr>
<tr>
<td>2013</td>
<td>176,432</td>
<td>5,388,292</td>
<td>5,564,724</td>
</tr>
<tr>
<td>2014</td>
<td>180,143</td>
<td>5,627,421</td>
<td>5,807,564</td>
</tr>
<tr>
<td>2015</td>
<td>183,932</td>
<td>5,877,162</td>
<td>6,061,094</td>
</tr>
<tr>
<td>2016</td>
<td>173,036</td>
<td>4,872,589</td>
<td>5,000,625</td>
</tr>
<tr>
<td>2017</td>
<td>155,733</td>
<td>4,344,830</td>
<td>4,490,563</td>
</tr>
</tbody>
</table>

The advantages of successful and sustainable tourism to a nation’s economy are linked to several factors. Among the benefits of tourism for a nation’s economy are increased tax revenue, reduced unemployment and the creation of a diversified economic base (Boulal, 2015). Supporting domestic products for the benefit of the domestic economy can be considered a form of ethnocentrism. Consumer ethnocentrism has been reported in countries at various stages of development. Based on the background description and problem identification, the research questions in this study can be drawn as follows:

• What is the description of consumer ethnocentrism among the visiting nature lovers from the Indonesian University of Education?
• How is the picture of interest among the visiting nature lovers from the Indonesian University of Education?
• How big is the influence of consumer ethnocentrism on the interest of the visiting nature lovers from the Indonesian University of Education?

The purpose of this research is to provide empirical evidence about the influence of consumer ethnocentrism to the local tourists to visit natural attractions at West Bandung Regency by taking Indonesian University of Education as a case study.

Literature Review

Customer Ethnocentrism

The tendency to choose products or services from one’s own culture to people from other countries is ethnocentrism (Solomon et al., 2007). Ethnocentric consumers tend to feel wrong buying products from other countries, mainly because of the negative effects on the domestic economy. As explained by Sharma et al. (1995), consumer ethnocentrism has three key characteristics:

1. High identification with and concern about the country of origin and the desire not to endanger the local economy through increased imports.
2. Reluctance to buy foreign products.
3. Prejudice against foreign products.

Factors that influence consumer ethnocentrism tendencies include economic environment, political environment, demographic factors, ethnocentrism and attitudes (Stere & Trajani, 2015). Based on extensive reviews of international marketing and cross-cultural and social-psychological research, the authors conceptualized customer ethnocentrism as a multidimensional ‘attitude’ construction with three dimensions: 1) affective reactions (affinity for domestic products and aversion to foreign products), 2) cognitive biases (evaluative bias in supporting domestic products), and 3) behavioral preferences (rejection of foreign products and acceptance of domestic products) (Sharma, 2015). According to Siamagka (2009), consumer ethnocentrism represents the overall attitude towards domestic and foreign products and services consisting of affective, cognitive and normative reactions. To conceptualize customer ethnocentrism, the following five-dimensional attitudes serve as a guide:

1) Pro-Social Motivation; Identity Preservation, Moral Duty, Warm Glow Effect, Patriotism, Solidarity
2) Cognitive Distortion; Quality Signal, Nation Superiority, High Standards,
3) Threat Perception; Unemployment, Job Losses, Economic Threat
4) Social Demonstrability of Benefits; Campaign, Awareness Enhancement, Positive Impact Indication
5) Buying Inertia; Habit, Familiarity, Intergenerational Pass

Visiting Intention

The theory of visiting intention is analogous to purchase intention (Albarq, 2013). Purchase intention is the desire to have a product that arises when a consumer influenced by the quality of the product, as well as information about the product (Daryanto, 2011). A purchase intention arises because of the basis of trust in the product is accompanied by the ability to buy the product (Simamora, 2011) and by the influence of others who are trusted by consumers (Kotler & Keller, 2016).

According to Shah et al. (2012), purchase intention is a kind of decision making that studies the reason for buying certain brands by consumers. Purchase intention is defined as a strength of a person’s intention to perform certain behaviors or a decision to buy products, goods or services (Amoroso & Morco, 2016). The intention is the desire of consumers to buy or the possibility of certain behaviors (Solomon, Marshall, & Stuart, 2015; 154).
Dimensions of visiting intention include opinion leadership, opinion seeking, and eco-oriented firm reputation (Campbell, 2017). According to Sinrungtam (2013), dimensions of purchase intention are likelihood, product, price, probability, and willingness to buy. Kotler & Armstrong (2015) argued that the dimensions of purchase interest include expected income, expected prices, and expected product benefits. Keller (2013) stated the dimensions of purchase intention include:

- Actions (visit for personal use or give a gift)
- Targets (certain types of products and services)
- Context (types of shop, based on price and other conditions)
- Time (in a week, month, or year)

Schiffmann & Kanuk (2012) on the other hand explained the indicators of purchase intention by several components namely: 1) interest in finding information about the product, 2) considering buying, 3) interest in trying, 4) want to know the product, and 5) want to have the product.

Methodology

This study analyzed the effect of consumer ethnocentrism on visiting intention. The independent variable (X) in this study is consumer ethnocentrism with its dimensions namely affective reactions, cognitive biases, and behavioral preferences. The dependent variable (Y), which is the purchase interest which dimensions include actions, targets, context, and time. This study deployed a descriptive survey with a sample size of 223 respondents.

A simple linear regression was conducted to measure how influential is the consumer ethnocentrism at the West Bandung Regency tourist destinations.

Findings

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (Constant)</td>
<td>31.863</td>
<td>3.220</td>
<td>9.894</td>
<td>.000</td>
</tr>
<tr>
<td>Consumer ethnocentrism</td>
<td>.213</td>
<td>.037</td>
<td>.362</td>
<td>5.774</td>
</tr>
</tbody>
</table>

Based on Table 2, the constant values and simple linear regression coefficient values for the independent variables are listed. A simple linear regression model in the form of an equation of $Y = a + BX$ or, $Y = 31,863 + 0.213 X$ was utilized in the analysis.

The result indicated that a constant value of 31.863 depicts that that every time there is an increase in consumer ethnocentrism value, there will be an increase in visiting intention. Conversely, a decline in consumer ethnocentrism will reduce the visiting intention. If consumer ethnocentrism among nature lovers from the Indonesian University of Education is low, then the interest in visiting local natural tourism destinations will be lower.

Determinant coefficient analysis is used to determine the percentage of influence that occurs from the independent variable on the dependent variable. Table 3 displayed the output of the regression analysis.
Table 3: Determination coefficient of consumer ethnocentrism on visiting intention

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. An error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.362a</td>
<td>.131</td>
<td>.127</td>
<td>6.493</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Customer Ethnocentrism
b. Dependent Variable: Visiting Intention

From the results of the determinant coefficient, the percentage of the influence of consumer ethnocentrism on visiting intention is 13.1 percent which means, only 13.1 percent of the visiting intention is influenced by consumer ethnocentrism and the influence is included in the low category while 86.9 percent are influenced by factors not examined in the study. Such factors may include ease of availability and interest, eco-concern, high price, social influence, and cultural dimension.

The t-count is 5.773056 for consumer ethnocentrism. Therefore, the t-count is greater than the value in t-table (α = 0.05; t = 2.598055). This result indicate that Ho is rejected and Ha. Indirectly this indicate that there is a positive influence of consumer ethnocentrism on the visiting intention of the natural tourist destinations at West Bandung Regency.

The impact of consumer ethnocentrism on both consumer perceptions and domestic products based on the results of this study indicate that consumer ethnocentrism is a good predictor of purchase intention (Renko, 2012). Shoham and Brenečić (2003) reported that consumer ethnocentrism has a significant impact on consumer intention in buying goods produced domestically.

The theory of visiting intention is analogous to purchase intention, which equates that the visiting intention of tourists is the same as the purchase intention of consumers (Albarq, 2013). Purchase intention is the desire to have a product that arises when a consumer has been affected by the quality of a product, as well as information about the product. Meanwhile, according to Simamora (2011), purchase intention in a product arises because there is a basis for trust in the product accompanied by the ability to buy the product. In addition, purchase intention arises from the influence of others who are trusted by consumers (Kotler & Keller, 2016).

Herche (1992) found that consumer ethnocentrism can predict consumer preferences for buying goods produced domestically instead of imported one. Ethnocentric tendencies are better predictors of buying behavior than demographic variables or marketing mix. The construction of consumer ethnocentrism depends on the assumption that consumers’ patriotic emotions will have a significant effect on buying attitudes and interests.

Based on the above opinions, consumer ethnocentrism has a direct and negative impact on consumers’ purchase intention for foreign products. This implies that a strong ethnocentric tendency leads to a favorable attitude towards a higher purchase intention for domestic products. According to Shimp and Sharma (1987), consumers refuse to buy foreign products because they consider that they are harmful to the nation’s economy and cause unemployment.

Conclusion

Based on the discussion of the theory and findings, it can be concluded that firstly, a description of consumer ethnocentrism in nature lovers from Indonesian University of Education is in a fairly strong category. In this category, the dimension of consumer ethnocentrism that has a very high rating in influencing visiting intention is the pro-social motivation dimension. While the dimension that has a very low rating in influencing visiting intention is the cognitive distortion. Hence, consumer ethnocentrism among students who are nature lovers from the Indonesian University of Education is quite strong. Secondly it is also concluded that the description of visiting interest among the nature lovers from the Indonesian University of Education is in the fairly strong category. This can be seen from the highest dimension to the lowest. In this strong category, the target and action dimensions receive the highest rating compared to other dimensions, while the lowest is the context dimension.
Therefore the interest in visiting among the respondents examined is at a fairly strong level. Finally, it is also concluded that consumer ethnocentrism has a positive and fairly strong influence on visiting intention. These findings indicate that the higher the application of consumer ethnocentrism, the higher the interest in visiting tourist destinations at West Bandung Regency.

References


