

PERCEIVED VALUE DIMENSIONS OF SHOPPING TOURISM

Ratna Roostika

Faculty of Economics, Universitas Pembangunan Nasional 'Veteran' Yogyakarta,
email: ratna.roostika@upnyk.ac.id

Abstract

Superior customer value is essential to win competition. The perception of customer value has grown in interest since it has been found to have stable impacts on satisfaction, behavioral intentions and ultimately business performance. Considering that the most common definition of perceived value refers to the trade-off between benefits and sacrifices, thus, this study adopts the second-order formative conceptualization of perceived value and examined its links to satisfaction and loyalty. Four main tourist shopping locations in Yogyakarta were used to collect the data. By applying Partial Least Squares to test the model in the tourism shopping context, the results indicate that perceived value has positive relationships with satisfaction and loyalty. Additionally, it was found that the total contribution of perceived value and satisfaction on loyalty were only small.

Keywords: Customer value, behavioral intentions, satisfaction, loyalty

Abstrak

Nilai pelanggan yang unggul sangat penting untuk memenangkan persaingan. Penelitian yang mengulas persepsi dari nilai pelanggan sekarang ini semakin berkembang sehubungan dengan penelitian-penelitian sebelumnya yang konsisten menunjukkan pengaruhnya terhadap kepuasan, niat berperilaku dan akhirnya kinerja dari suatu bentuk usaha bisnis. Sehubungan dengan adanya mayoritas pemahaman bahwa persepsi nilai dikaitkan dengan perbandingan antara manfaat dan pengorbanan, maka penelitian ini mengadopsi konsep second-order formatif dan menganalisis hubungannya dengan kepuasan dan loyalitas. Empat lokasi berbelanja turis di Yogyakarta dipilih sebagai tempat untuk mengumpulkan data. Dengan mengaplikasikan Partial Least Squares, model di analisa dalam konteks perilaku berbelanja turis/pengunjung. Hasil menunjukkan hubungan positif antara persepsi nilai dengan kepuasan dan loyalitas. Namun demikian, total kontribusi persepsi nilai dan kepuasan hanya kecil.

Kata kunci: Customer value, behavioral intentions, satisfaction, loyalty

JEL Classification: M30, M31

1. Research Background

The tourism industry has played a major role in Indonesia's economic development. Among many tourism activities, shopping is one of the most popular activities and interesting tourist attractions. Many tourists consider shopping to be one of important reason for travel (Lo, 2007). When travelling away from home tourists purchase souvenirs, such as local handicrafts, collectables, and food products, to take home for memories of the location visited. Tourists are also interested on purchasing not only the local souvenirs but also non-souvenir items. Previous research shows that approximately one third of total tourism expenditures were spent on shopping (Wong & Law, 2003). It cannot be denied that the local communities also enjoy the economic benefits of shopping activities in the tourism area as it generates employment. Furthermore, Shopping enables tourists with an opportunity to interact with local people and broaden their experiences in learning about local culture. As shopping tourism becoming more popular way of attracting tourists, enhancing the shopping experience is not only necessary to