

The Effect of Consumer Behavior Factors on the Decision of Staying (Case Study of Bukittinggi 4 Star Hotel)

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Abstract: The purpose of this study was to analyze the influence of consumer behavior factors on guest stay decisions at 4-star hotels in Bukittinggi. This type of research is a causal associative that determines the effect of each factor of consumer behavior on guest stay decisions at 4-star hotels in Bukittinggi. The population in this study were guests who had stayed at the 4-star hotel Bukittinggi, with the total sample were 125 people by using purposive sampling technique. The data analysis technique used was multiple linear regression analysis by analyzing the influence of consumer behavior factors on guest stay decisions, both together (simultaneously) and the influence of each factor (partial). The results showed that: (1) The factors of consumer behavior, namely cultural factors, social factors, personal factors, and Psychological factors significantly influence the decision to stay. (2) Cultural factors do not significantly influence the decision to stay. (3) There is a significant influence between social factors on guest stay decisions. (4) There is a significant influence between personal towards guest staying decisions. (5) Psychological factors significantly influence the decision to stay. (6) The social factor is the factor that has the greatest influence on the decision to stay.

Keywords: Consumer behavior, staying decision, hotel

INTRODUCTION

West Sumatra is a province that has many cities as tourist destinations. One city that is famous for tourism, culture, and art is the city of Bukittinggi, this city becomes a tourist destination for local and foreign tourists. Bukittinggi city provides an interesting experience for tourists who come to this place. Bukittinggi has a lot of place for nature tourism, culinary tourism, and historical tourism, as well as the iconic tour "JAM GADANG". Picture of this resulted in the growth and development of the tourism sector along with accommodation. One of the growth aspects is the accommodation facilities in Bukittinggi City is the provision of hotel services. There are so many hotels in the city of Bukittinggi, there are at least as many as 3 famous 4-star hotels in this city. Among them are the Grand Royal Denai, Grand Rocky and Novotel hotels.

An interesting phenomenon in this study is that the hotels always get increase in occupancy rates towards the end of the year although the management apply a policy to increase the room prices every period. There is a fairly high difference between 4-star hotels with 3-star hotels in the City of Bukittinggi; indeed this phenomenon usually appear with 4-star hotels in the capital city of West Sumatra, Padang.

Meanwhile to the high prices, the competition between hotels in Bukittinggi getting increase especially since the low-budget hotels such as airy rooms, reddoorz, and oyo appear; and apparently does not reduce the occupancy rates of these 4-star hotels. According to Schiffman and Kanuk, (2000) in addition to the efforts of marketers such as marketing mix strategies, social and cultural environmental factors can influence consumers' decisions to buy.

These phenomena are interesting for researchers to see consumer behavior in choosing to stay at the 4-star hotel. According to Schiffman & Kanuk (2004), it is known that consumer behavior is the study of processes involved when individuals or groups choose, buy, use, or arrange products, services, ideas or experiences to satisfy the needs and desires of consumers. Meanwhile, according to Kottler and Keller (2012), factors that influence consumer behavior are cultural, social, personal and psychological. Cultural influences can influence society unconsciously.

Cultural influences are so natural and automatic that their effects on behavior are often taken for granted. Social factors mean the relationship between humans and society, human relations with groups, and human relationships with organizations. Consumer behavior is also influenced by personal characteristics, in which age, life cycle stages, occupations, and circumstances are included. Finally, consumer behavior is influenced by psychological factors which consist of motivation, perception and knowledge. By studying the factors that influence consumer behavior can lead to ideas about the right strategy so that maximum sales and become a reference for marketers to develop products.

The competition in the hotel business in the city of Bukittinggi causes consumers to have a variety of hotel choices with prices and facilities that are also varied. Knowing the factors that drive the decision of consumers to spend the night in a hotel will make it easier for hotel managers to determine the steps and implement appropriate marketing strategies so that in the end it can further increase hotel occupancy.

Based on the description above, researchers try to formulate the framework of thinking as follows: Formulated hypotheses as follows:

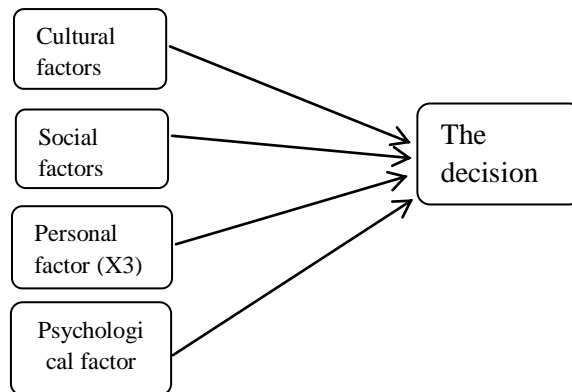
H1: Cultural, social, personal, and psychological factors influence the decision to stay overnight.

H2: Cultural factors influence the decision to stay overnight.

H3: Social factors influence the decision to stay overnight.

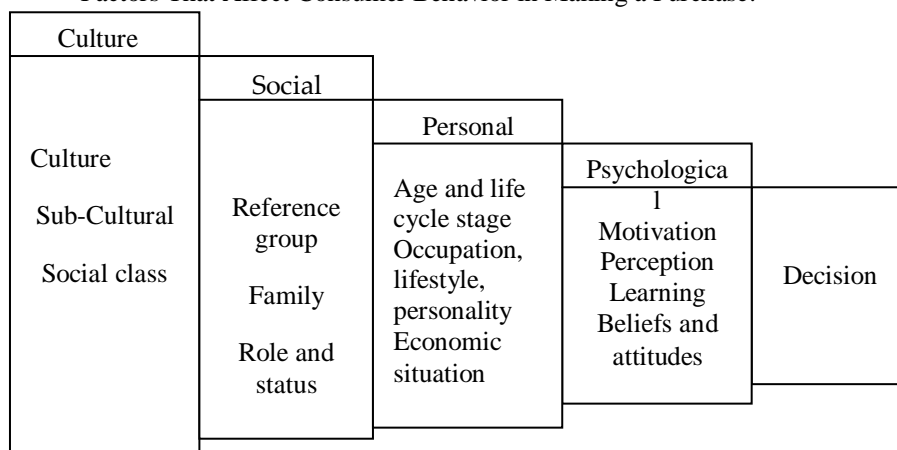
H4: Personal factors influence the decision to stay overnight.

H5: Psychological factors influence the decision to stay overnight.



Picture 1. Conceptual framework

Factors That Affect Consumer Behavior in Making a Purchase:



Picture 2. Consumer Behaviour Factors (Source: Kotler 2012)

METHOD

This type of research is classified as causal associative research, research that aims to investigate the possibility of a causal relationship by observing existing effects to look for factors that might be the cause through certain data.

The variables involved in this study are as follows:

1. The independent variables are the factors of consumer behavior, namely Culture (X1), Social (X2), Personal (X3) and Psychology (X4).
2. The dependent variable is in the form of a purchasing decision (Y).
3. Population and Sample

The population in this study were all consumers who had stayed at a 4-star Bukittinggi hotel. The number of samples used in this study was adjusted to the analytical method used, namely multiple linear regression. The number of indicators in this study was 25 indicators, so a minimum of 25 x 5 or 125 samples are needed.

In determining the sample, researchers use non-probability sampling. The sampling method in this study was purposive sampling. The criteria for consumers/guests to be sampled in this study are consumers who have stayed at 4-star hotels in Bukittinggi questionnaires, data collection techniques through forms that contain questions submitted in writing to someone or a group of people to get answers or responses and information needed by researchers. The instrument for collecting data in this study was in the form of a questionnaire compiled using a Likert scale.

Validity and reliability

Instrument testing to guests who stay at the Grand Rocky Hotel Bukittinggi. While the sample for the trial instrument uses a minimum sample. Researchers used a minimum sample of 30 research respondents.

From the results of the calculation of reliability analysis, the Cronbach Alpha value for the Cultural Factor is 0.802, the Social Factor is 0.888, the Personal Factor is 0.844, the Psychological Factor is 0.782 and the value of the Alpha Cronbach stay decision is 0.872. The instrument that I use is classified as very high reliability

Tabel 1. Description of instrument

Variable	Indicators
Culture (X1)	<ol style="list-style-type: none"> 1. Cultural development and progress 2. Cultural similarity 3. Type of ethnic / race 4. Social Class 5. Believe
Social (X2)	<ol style="list-style-type: none"> 1. The presence of friends to choose products 2. The existence of family members to choose products 3. The existence of parents or elders to choose products 4. The presence of coworkers 5. Role and social status
personal (X3)	<ol style="list-style-type: none"> 1. Work, 2. State of the economy/income 3. Lifestyle 4. Self-actualization 5. Taste
psychological(X4)	<ol style="list-style-type: none"> 1. Motivation to choose products 2. The perception of choosing a product 3. Learning from experience, so choosing a product 4. Confidence in the product 5. Information about the product
Decision (Y)	<ol style="list-style-type: none"> 1. The need for products 2. Search for information about the product 3. Evaluation of the product 4. The decision to choose the product 5. Post-purchase behaviour

Data collection techniques used in data collection using Multiple Linear Regression Analysis. Test requirements analysis includes tests of normality, homogeneity tests and linearity tests of research data.

Table 2. Normality test

One-Sample Kolmogorov-Smirnov Test						
		Budaya	Sosial	Pribadi	Psikologi	Kep Menginap
N		125	125	125	125	125
Normal Parameters ^a	Mean	18.7600	21.7360	21.6720	23.4800	22.1360
	Std. Deviation	4.34853	4.20281	3.95086	4.44065	4.89625
Most Extreme Differences	Absolute	.089	.117	.085	.115	.114
	Positive	.089	.083	.078	.075	.073
	Negative	-.062	-.117	-.085	-.115	-.114
Kolmogorov-Smirnov Z		.997	1.309	.951	1.281	1.275
Asymp. Sig. (2-tailed)		.273	.065	.326	.075	.077

a. Test distribution is Normal.

Based on the table above it is known that the Sig values for culture, social, personal, psychology and decision to stay overnight are 0.273, 0.065, 0.326, 0.075 and 0.077 greater than 0.05, so it can be concluded that the data of the five variables are normally distributed.

RESULT AND DISCUSSION

This study uses multiple linear regression, conducted with the decision to stay (Y) as the dependent and cultural variables (X1), social (X2), personal (X3), psychological (X4) as independent variables.

$$Y = -0.228 - 0.086 X_1 + 0.470 X_2 + 0.223 X_3 + 0.380 X_4 + e$$

Tabel 3. Multiple linear regression

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-.228	1.927		.906
	Budaya	-.086	.083	-.076	.301
	Sosial	.470	.091	.404	.000
	Pribadi	.223	.105	.180	.035
	Psikologi	.380	.091	.344	.000

a. Dependent Variable: Kep Menginap

1. Constant value (a) of -0.228. This means that if the independent variables (cultural, social, personal and psychological factors) are assumed to be zero (0) or fixed, then the decision to stay is -0.228.
2. The regression coefficient of the cultural variable (X1) is -0.086. This means that each cultural increase of 1 unit will reduce the stay decision by 0.086 assuming other variables are fixed.
3. The value of the social variable regression coefficient (X2) of 0.470. This means that every increase in social factors of 1 unit will increase the stay decision by 0.470 with the assumption that other variables are fixed.
4. The value of the regression coefficient of the personal response variable is 0.223. This means that each increase in personal factors by 1 unit will increase the purchase decision by 0.223 assuming other variables are fixed.
5. The value of the psychological variable regression coefficient of 0.380. This means that each psychological factor increase of 1 unit will increase purchasing decisions by 0.380 assuming other variables are fixed.

Test of Determination (R²)

The known R-value of 0.744 indicates that the correlation or relationship between the dependent variable (decision of staying) with the independent variable (cultural, social, personal and psychological) has a strong enough relationship that is equal to 0.539. From the table above also known the value of R Square of 0.554. This means that the contribution of the influence of the independent variable on the dependent variable is 55.4%, while the remaining 44.6% is influenced by other variables not included in this study.

Hypothesis test

From the results of the regression analysis, it can be seen that together the independent variables have a significant effect on the dependent variable. This can be proven from the calculated F value of 37,269 with a probability of 0,000. Because the probability is much smaller than 0.05, the regression model can be used to predict the decision to stay overnight or it can be said that cultural, social, personal and psychological changes together influence the stay decision.

From the results of the regression analysis, it appears that the independent variables, social, personal and cultural, have a significant effect on the dependent variable, namely the decision to stay overnight, with a significance level of 0.000, 0.035 and 0.000. This is because the value of Sig t independent variable is smaller than the significance level of 0.05.

The Influence of Consumer Behavior Factors (Cultural, Social, Personal and Psychological) on the decision of guests staying overnight

Based on multiple regression analysis, cultural, social, personal and psychological factors show a significant influence to the decision of guests staying at 4-star hotels in the city of Bukittinggi that can be seen in the significance value of $0,000 < 0.05$. For this reason, consumer behavior factors must be a concern for the hospitality industry in Bukittinggi, especially 4-star hotels in an effort to increase room occupancy rates. The results of this study are in accordance with the opinion of Kotler and Armstrong (2001: 197) "the factors that influence consumer behavior to make a purchase or use a product are cultural factors, social, personal and psychological factors". For this reason, hotel industry players (especially in the city of Bukittinggi) in carrying out marketing efforts, need to direct the target towards buying behavior from consumers.

Influence of Cultural Factors on the decision of guests staying

Based on multiple regression analysis, cultural factors do not significantly influence the decision of guests to stay because they have a significance value of $0.301 < 0.05$. This shows that cultural factors with indicators such as culture, sub-culture and social class are less considered by consumers in making the decision to stay at a 4-star hotel in the city of Bukittinggi.

The results of this study are not in accordance with the opinion of Simamora (2001) who said "Culture is an important factor of a person's desires and behaviors that are fundamental in making a purchase". This difference can be caused by many things, one of them as it is not a consumer's habit to stay at a 4-star hotel when traveling.

Influence of social factors on guest decisions staying

Social factors show a significant influence on the decision of guests staying at 4-star hotels in the city of Bukittinggi, this can be seen from the significance value of $0,000 < 0.05$. This shows that social factors with indicators such as reference groups, family, role and status are considered by consumers in making the decision to stay at a 4-star hotel in the city of Bukittinggi. Recommendation that consumers receive from their social environment such as friends and family are become a consideration by consumers in making decisions to stay overnight. Also as a form of self-actualization of consumers in their social environment.

This result is in line with the opinions of Lamb, Hair and Mc Daniel (2001: 213) which says "reference groups and families influence one's buying behavior". the reference group serves as a point of comparison or direct or indirect reference in shaping one's attitudes and behavior, "And family social institutions are most important for some consumers, because they strongly influence values, attitudes, personal concepts, and buying behavior." Lamb, Hair and Mc Daniel (2001: 217).

d. Influence of Personal Factors on the decision of guests staying

Personal factors show a significant influence on the decision of guests staying at 4-star hotels in the city of Bukittinggi, this can be seen based on the results of the analysis, where the significant value of personal factors of $0.035 < 0.05$. This shows that personal factors with indicators such as age, occupation, personality and economic conditions are considered by consumers in making the decision to stay overnight.

e. Effect of Psychological Factors on the decision of guests staying overnight

Psychological factors show a significant influence on the decision of guests staying at 4-star hotels in the city of Bukittinggi, this can be seen from the significance value of $0,000 < 0.05$. This shows that psychological factors with indicators such as motivation, perception, learning, beliefs and attitudes are considered by consumers in making the decision to stay at a 4-star hotel in the city of Bukittinggi.

CONCLUSIONS

The cultural, social, personal and psychological factors influence guests 'decision to stay at a hotel, while the price factor can be another factor that influences guests' decision to stay at a hotel. In situations of fulfilling one's needs to stay where cultural, social and psychological factors have a greater influence when choosing to stay at a 4-star hotel in the city of Bukittinggi.

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