



Determinants That Affecting Purchasing Behavior of Tourism Furniture in The Tourism Industry in Bali

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Abstract. The review plan examines the determinants affecting furniture buying conduct in Bali, in the travel industry. The research method involved a survey with questionnaires on 100 respondents from the travel industry like lodgings/ cafés, vacation spots, transportation companies, and ancillaries in the region of Bali. The example assurance was purposive and coincidental. The examination of information was utilizing SmartPLS. This study result shows that determinants impacting the travel industry furniture buying conduct in Bali are Brand and Style, Sturdiness and Quality, Solace and Usefulness, Space and Format, Consistence with Security Guidelines, Provider Notoriety, and After-Deals Backing. Those determinants are emphatically and essentially affected the way of behaving to buy the travel industry furniture through Trust. The examination commitment is to inform the travel industry partners about the significance of the travel industry furniture in the marketing strategy of their tourism products.

Keywords: Determinants, Purchasing Behavior, Tourism Furniture

1 Introduction

Tourism is a journey people make from one place to another place far from where they live with the main aim of having fun and not to work or make money in the places they visit. Apart from that, it is also for visiting family or relatives, for medical purposes (health tourism), and for religious purposes (pilgrimage).

The travel industry furniture or furniture in the travel industry are objects that are planned to help the travel industry exercise all through the visit, for example, spots to sit, eat, and rest and pantries, racks and drawers where things are put away on transportation method (air, land and ocean, for example, planes, transports, trains, ships ocean, vacationer ships, including seats, seats and feasting tables, couches; on street offices furniture), inconvenience offices (inn furniture) and eateries (café furniture), and on vacation spots (fascination furniture) (Hu et al., 2017; Uslu & Bölükbaşı, 2019). It can also be used for shelter in disaster (Sweet, 2018). Tourism furniture can be produced using various materials like wood, bamboo, metal, rock, plastic, or a blend of materials.

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Not many people pay attention to tourism furniture, and that specifically conducts research in this area. Oblak et al. (2017) report that purchase of furniture determinants consist of quality, price, manufacturer's reputation, after-sales services, and payment facilities. In Pasar Buah and Bukit Gundaling street furniture, the only element of service furniture, trade furnishings, signs, and advertising existed (Ginting et al., 2018).

According to Priansa (2017), consumer behavior is the actions displayed by consumers to look for, buy, utilize, gauge, and discard the product to fulfill their needs and desires. According to Kotler & Keller (2016), consumer conduct is learning how fellow, cohorts, and comities select, buy, adopt, and how goods, merit, notions, or impressions comply with their necessity and urges. Meanwhile, according to Firmansyah (2018), consumer behavior is actions related to the decision process taken by consumers in choosing, buying, using, and utilizing products and servicing or events to fulfill consumer wishes and ambitions.

Buying fractures, as stated by Kotler & Keller (2016), are the following: (1) Matter Recognition: A purchasing manner starts when the purchaser becomes conscious of a matter or demand sparked by inner or outer excitement; (2) Information Search: It is the disbursement of information that starts when clients view that demand can be satisfied by purchasing and utilizing a product. Users shall look for output to stay in their mind (inner pursuit) and seek output (outer pursuit); (3) Judgement Selection: It is the stage of assessing product options, brands, and choosing them following users' lust. In this stage user contrasts different trademarks that can create advantages for him as well as the problems he faces; (4) Buying Fracture: Namely continuing the previous process if carried out, purchasers will choose their consideration in creating decisions about whether to purchase or not. If someone decides to purchase a product, at this moment consumers are provided with some decision-making choices namely product, brand, seller, number, and time of buying; (5) Post-Purchase Behavior: After buying a product, users shall undergo some level of pleasure or unpleased. This process can create output that is important to the company regarding its products and services whether it has been sold can satisfy consumers or not.

The research objective is to obtain determinants influencing purchasing behavior of tourism furniture in the tourism industry in Bali. Research about determinants that influence tourism furniture purchasing behavior is very lacking.

2 Hypothesis

The hypothesis of this research is as follows:

H1: Brand and style influence the buying behavior of tourism furniture.

H2: Brand and style influence trust.

H3: Brand and style are mediated by trust and influence behavior to buy tourism furniture.

H4: Durability and quality influence behavior to buy furniture.

H5: Durability and quality influence trust.

H6: Durability and quality are mediated by trust and influence behavior to buy furniture.

H7: Comfort and functionality influence behavior to buy tourism furniture.

H8: Comfort and functionality influence trust.

H9: Comfort and functionality are mediated by trust and influence behavior to buy tourism furniture.

H10: Space and layout influence behavior to buy tourism furniture.

H11: Space and layout influence trust.

H12: Space and layout are mediated by trust and influence behavior to buy tourism furniture.

H13: Compliance with safety influences behavior to buy tourism furniture.

H14: Compliance with safety influences trust.

H15: Compliance with safety is mediated by trust and influences behavior to buy tourism furniture.

H16: Supplier reputation influences behavior to buy tourism furniture.

H17: Supplier reputation influences trust.

H18: Supplier reputation is mediated by trust and influences behavior to buy tourism furniture.

H19: Trust influences behavior to buy tourism furniture.

3 Methodology

A dominantly quantitative methodology combined with a subjective methodology was used in this exploration. The instrument used is a questionnaire. The questionnaire is compiled based on the hypothesis used. Before being distributed to respondents, a preliminary test was first carried out to determine its validity and reliability.

The primary point of this review is to test the introduced speculative connections and approve the proposed model. A cross-sectional study was led on the travel industry in Bali utilizing the poll. The survey as a data-gathering device is separated into two sections. The initial segment examines segment trademarks, including orientation, age, ethnicity, and instruction level, while the subsequent part manages the proposed model builds. This instrument uses a 5 Likert scale to concentrate on respondents' demeanor towards these elements, where 1 designates "very dissent", and 5 specifies "emphatically concur".

Test, Review Methods, and Information Examination Strategies. Information for this exploration was obtained through an overview involving a survey as a Google structure. Polls were disseminated through WhatsApp and members were asked to willfully finish up the surveys which were sent during the period May-June 2024. The example was chosen utilizing the snowball or accommodation inspecting technique. The poll makes sense of the motivation behind the study and welcomes beneficiaries to partake in the exploration.

Respondents then finish up the survey they have. Finishing the poll requires roughly ten minutes and information is gathered toward the finish of the review when

respondents click the submit button. There were 98 valid answers collected. The gathered information was examined utilizing the SmartPLS 3 (Sugiyono, 2018). Information examination in this review was done in three phases, specifically estimation of the external model, internal model, and theory testing. The external model examination is done to guarantee that the actions taken are possible, legitimate, and solid by deciding the association between unclear factors and their deliberate parts. At this stage, we search for joined legitimacy and discriminant legitimacy. The joined legitimacy esteem is the stacking factor esteem on the idle variable (develop) and its pointers.

4 Result and Discussion

4.1 Assessment of The Estimation Model (External Model)

Corresponding to the pointers that make the dormant factors in this study intelligent, the assessment of the estimation model (external model), to decide the legitimacy and unwavering quality of these markers is as per the following:

Joined Legitimacy. The consequence of estimation for this external stacking shows all marks of development have an external stacking esteem >0.5 . This implies it is substantial (Latan & Ghozali, 2015).

Discriminant Legitimacy. The estimation result portrays that the AVE worth of all developments is 0.05 , in this way it satisfies the legitimacy prerequisite (Latan & Ghozali, 2015).

Composite Unwavering Quality and Cronbach Alpha. The consequence of the investigation shows that composite unwavering quality and Cronbach's Alpha have a value more noteworthy than 0.70 . It satisfies the dependable prerequisites in light of the composite unwavering quality standards (Latan & Ghozali, 2015).

4.2 Assessment of the Underlying Model (Internal Model)

Figure 1 indicates the connection between builds, importance worth, and R-square, while Table 1 explains the direct and indirect effects of bootstrapping output results. Table 1 shows a coefficient worth of 0.490 with a t-worth of 2.975 and a p-esteem (meaning) of $0.001 < 0.05$, and that implies that a huge impact exists emphatically from Brand and Style on conduct to purchase. The higher the Brand and Style, the higher the way of purchasing the travel industry furniture. The coefficient worth of 0.129 with a t-worth of 2.629 and a p-esteem (meaning) of $0.007 < 0.05$, and that implies a positive critical impact from Brand and Style on Trust. The higher the Brand and Style, the higher the Trust in the travel industry furniture. The way coefficient is worth 0.052 with a determined t-worth of 2.349 and a p-esteem (meaning) of $0.022 < 0.05$, and that intends that there is a critical positive impact from Brand and Style on Conduct to purchase

through Trust. The higher the Brand and Style, the higher the Way of purchasing the travel industry furniture. This result follows the articles from Ayuningtiyas & Gunawan (2018), Gathering (2023), Kumbara (2021), Oblak et al., (2017), and Zhi-hui (2009).

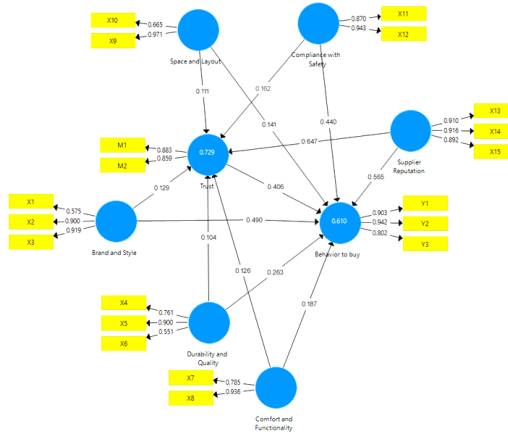


Figure 1. Structural model

Table 1. Direct and indirect effects of bootstrapping output results

	Original sample (O)	t-statistics (O/STDEV)	p-values	Remark
Brand and style → Behavior to buy	0.490	2.975	0.001	accepted
Brand and style → Trust	0.129	2.629	0.007	accepted
Brand and style → Trust → Behavior to buy	0.052	2.349	0.022	accepted
Comfort and functionality → Behavior to buy	0.187	2.082	0.033	accepted
Comfort and functionality → Trust	0.126	2.237	0.026	accepted
Comfort and functionality → Trust → Behavior to buy	0.051	2.070	0.039	accepted
Compliance with safety → Behavior to buy	0.440	2.734	0.002	accepted
Compliance with safety → Trust	0.162	2.534	0.019	accepted
Compliance with safety → Trust → Behavior to buy	0.025	3.925	0.004	accepted
Durability and quality → Behavior to buy	0.263	2.327	0.022	accepted
Durability and quality → Trust	0.104	2.572	0.003	accepted
Durability and quality → Trust → Behavior to buy	0.048	3.378	0.022	accepted
Space and layout → Behavior to buy	0.141	2.990	0.001	accepted
Space and layout → Trust	0.111	2.401	0.020	accepted
Space and layout → Trust → Behavior to buy	0.045	2.581	0.020	accepted
Supplier reputation → Behavior to buy	0.565	9.269	0.000	accepted
Supplier reputation → Trust	0.647	3.765	0.000	accepted
Supplier reputation → Trust → Behavior to buy	0.263	2.759	0.019	accepted
Trust → Behavior to buy	0.406	2.023	0.039	accepted

Table 1 shows the Way coefficient worth of 0.187 with a determined t-worth of 2.082 and a p-esteem (meaning) of $0.033 < 0.05$, and that indicates that there is a huge positive impact from Solace and Usefulness on conduct to purchase. The higher the Solace and Usefulness, the higher the Way of behaving to purchase the travel industry furniture. The coefficient is worth 0.126 with a determined t-worth of 2.237 and a p-esteem (meaning) of $0.026 < 0.05$, and that implies a positive critical impact from Solace and Usefulness on Trust. The higher the Solace and Usefulness, the higher the Trust. The coefficient is worth 0.051 with a t-worth of 2.070 and a p-esteem (meaning) of $0.039 < 0.05$, and that implies that there exists a positive and huge impact from Solace and Usefulness on conduct to purchase through Trust. The higher the Solace and Usefulness, the higher the Way of behaving to purchase the travel industry furniture. This is following research from Ayuningtiyas & Gunawan (2018), Aziz & Tiarawati, (2021), and Mellani et al. (2019).

Table 1 shows the Way coefficient worth of 0.440 with a determined t-worth of 2.734 and a p-esteem (meaning) of $0.002 < 0.05$, and that indicates that there is a critical positive impact from Consistence with Security on Conduct to Purchase. The higher the Solace and Usefulness, the higher the Way of behaving to purchase the travel industry furniture. The coefficient is worth 0.162 with a determined t-worth of 2.534 and a p-esteem (meaning) of $0.019 < 0.05$, and that implies a positive huge impact from Consistence with Security on Trust. The higher the Consistence with Security, the higher the Trust. The coefficient is worth 0.025 with a t-worth of 3.925 and a p-esteem (meaning) of $0.004 < 0.05$, and that implies that there exists a positive and critical impact from Consistence with Wellbeing on Conduct to purchase through Trust. The higher the Consistence with Security, the higher the Way of behaving to purchase the travel industry furniture. This is following research from Prayudha & Suwitho (2019), Rafidah & Djawoto (2017), Rafidah & Djawoto (2017), and Rahayu et al. (2020).

Table 1 shows the way coefficient worth of 0.263 with a determined t-worth of 2.327 and a p-esteem (meaning) of $0.022 < 0.05$, and that indicates that there is a critical positive impact from Solidness and Quality on Conduct to purchase. The higher the Sturdiness and Quality, the higher the Way of behaving to purchase the travel industry furniture. The coefficient is worth 0.104 with a determined t-worth of 2.572 and a p-esteem (meaning) of $0.003 < 0.05$, and that implies a positive huge impact from Strength and Quality on Trust. The higher the Solidness and Quality, the higher the Trust. The coefficient is worth 0.048 with a t-worth of 3.378 and a p-esteem (meaning) of $0.022 < 0.05$, and that implies that there exists a positive and critical impact from Solidness and Quality on Conduct to purchase through Trust. The higher the Sturdiness and Quality, the higher the Way of behaving to purchase the travel industry furniture. This is following research from Dyatmika (2018), Pradwita et al. (2020), and Prayudha & Suwitho (2019).

Table 1 shows the way coefficient worth of 0.141 with a determined t-worth of 2.990 and a p-esteem (meaning) of $0.001 < 0.05$, and that intends that there is a critical positive impact from Space and Design on Conduct to purchase. The higher the Space and Design, the higher the Way of behaving to purchase the travel industry furniture. The coefficient is worth 0.111 with a determined t-worth of 2.401 and a p-esteem (meaning)

of $0.020 < 0.05$, and that implies a positive critical impact from Space and Design on Trust. The higher the Space and Design, the higher the Trust. The coefficient is worth 0.045 with a t-worth of 2.581 and a p-esteem (meaning) of $0.020 < 0.05$, and that implies that there exists a positive and critical impact from Space and Design on Conduct to purchase through Trust. The higher the Space and Design, the higher the Way of behaving to purchase the travel industry furniture. This is following research from Ilmiyah & Krishernawan (2020), Pramono et al. (2020), Wibowo et al. (2017), and Yuliawan et al. (2018).

Table 1 shows the way coefficient worth of 0.565 with a determined t-worth of 9.269 and a p-esteem (meaning) of $0.000 < 0.05$, and that intends that there is a critical positive impact from Provider Notoriety on Conduct to purchase. The higher the Provider Notoriety, the higher the Way of behaving to purchase the travel industry furniture. This variable is a giver as that was the most persuasive determinant seen from the biggest t-count number. The coefficient is worth 0.647 with a determined t-worth of 3.765 and a p-esteem (meaning) of $0.000 < 0.05$, and that implies a positive critical impact from Provider Notoriety on Trust. The higher the Provider Notoriety, the higher the Trust. The coefficient is worth 0.263 with a t-worth of 2.759 and a p-esteem (meaning) of $0.019 < 0.05$, and that implies that there exists a positive and huge impact from Provider Notoriety on Conduct to Purchase through Trust. The higher the Provider Notoriety, the higher the Way of behaving to purchase the travel industry furniture. This is following research from Aziz & Tiarawati (2021), Ilmiyah & Krishernawan (2020), Pramono et al. (2020), and Wibowo et al. (2017).

Table 1 shows a coefficient worth of 0.406 with a t-worth of 2.023 and a p-esteem (meaning) of $0.039 < 0.05$, and that implies that there exists a positive and critical impact from Trust on Conduct to purchase. The higher the Trust, the higher the Way of purchasing the travel industry furniture. This is following research from Ayuningtiyas & Gunawan (2018), Tanjung et al. (2019), Rahmizal & Yuvendri (2021), Gathering (2023), Kumbara (2021), Oblak et al. (2017), and Zhi-hui (2009).

5 Conclusion

Brand and Style, Strength and Quality, Comfort and Usability, Space and Design, Consistency to Safety Principles, and Service Provider Reputation make a significant relationship with the purchasing behavior of tourism industry furniture in the tourism industry in Bali. The stronger the above factors are, the higher the purchasing behavior of tourism industry furniture in the tourism industry in Bali.

Service Provider Reputation is the most supporting determinant. Trust plays an important role as a mediator between the six determinants and the behavior to purchase tourism furniture. The travel industry administrators and partners are proposed to focus on the above determinants in the marketing strategy of their tourism product.

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