Imaging and Purchasing Decision in Traditional Art Market: Guwang Sukawati

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Abstract

Art market or souvenir market can not be separated from the existence of Bali island, unlike a tourist destination. The development of modern souvenir market was very disturbing traders in the traditional souvenir market. Due to it was feared will turn off the traditional art market. In this regard, to ensure the factors that need to be optimized in order to increase tourist visits to traditional Art Market was very important to conduct research. Based on the background and the problem, this research has a purpose to analyze the influence of art market attribute, promotion and service quality to market image and purchasing decision with research location at Guwang Art Market. The present research was designed as a descriptive and analytic approach. It defined that was descriptive facts, followed by analysis of the significance of empirical facts found. The descriptions were included the facts of market attributes, promotion, service quality, and market image in purchasing decisions. The population in the study were tourists who visit Guwang Art Market. Data collection was conducted with questionnaires distributed to travelers visiting the Guwang Art Market in April-July 2015. Data analysis used Structural Equation Model.

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1. Introduction

Gianyar is an art center in Bali. It has three traditional souvenir markets known as the art market, *i.e.,* Sukawati Art Market, Guwang Art Market, and Ubud Art Market. Souvenir market is one of the tourist destinations after visiting, whether for a sightseeing or buying souvenirs. The souvenir market or art market becomes a kind of gift shop for tourists. It is seen from the tourist's attractiveness to the souvenir market, the increase of souvenir market becomes very fast, especially modern souvenir market. The increasing market for modern souvenirs is disturbing

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the traders in the traditional souvenir market. It is feared that modern souvenir markets will turn off traditional souvenir markets (Purnama and Yasa, 2013). Traditional souvenir markets are considered not able to compete with modern souvenir market. Therefore, it is feared will shift the position of traditional souvenir market. The competition of modern souvenir markets and traditional souvenir markets has become one of the most contentious issues. The one is in Bali. The increasing number of modern souvenir markets is deeply troubling traders in traditional souvenir markets. Traders in the traditional souvenir market consider the modern souvenir market as the main competitor due to the decrease in sales turnover (Wirautama, 2012). Kim et al. (2004) stated that the rise of modern markets has been crushing traditional markets, even reduce the number of traditional markets that exist.

The strengthening of the traditional art market needs to be developed with appropriate marketing models. Therefore, unlike to maintain the existence of traditional art market in the midst of modern art market development. The research was conducted by Febriani et al. (2013) in Sukawati art market find the condition of the parameters of an object tourism can be measured from several indicators *e.g.,* accommodation, accessibility, tourism information, infrastructure, and superstructure. These indicators are attributes that can be used as a basis for art market development in attracting visitors. The art market must be able to identify and control every attribute that is owned to keep visitors happy. Therefore, it will give *positive image* and can impact on purchasing decision of product in the art market.

In addition to attention to attributes, art market managers must also pay attention to promotional factors that will attract consumers to visit. Simamora (2004) stated that promotion as a kind of communication that provides a convincing explanation to potential customers about goods and services. In order for the consumer confidence is formed then the accuracy of information, media used, and the quality of messages conveyed should be tailored to the intended market. According to Bennet (1995), the *image* is the consumer's perception included product, institution, brand, company or person that is appropriate or not appropriate reality. The success of *image* building is determined by the consumer's perception of the information consisted in the promotion.

Another factor that also influences the success of art market management is service quality. Purnama and Yasa (2013) found that tourists choose modern souvenir markets influenced by price, product quality, and facilities. Febriani et al. (2013) also stated that the emergence of modern art markets is a scourge for the traditional art market. However, there are factors of cultural attractiveness offered in traditional art markets that do not exist in the modern art market among the nuances of community life, friendly, and politeness in speaking. Marketing issues not only on the product or physical building but also on the human element that provides the best service to the buyer. Service quality is determined by the attitude shown to buyers or potential buyers. The positive attitude shown will be able to give a positive image and can influence the purchasing decision.

Based on the above description, the important factors that become the main consideration can influence the number of visits and purchases of tourists to the art market is promotion factors, object attributes, service quality, and market image. It is certainly causing confusion for marketers to design and formulate marketing models by prioritizing promotions, object attributes, and striving to create a positive image. In order to answer the problems, it is urgent to be conducted a research on marketing model to increase the number of tourist visits to Guwang Art Market. The art market for the research location is Guwang Art Market. Some important reasons underlying (1) There is no research that analyzes the marketing model in Guwang Art Market. (2) The number of consumers who visit Guwang Art Market is not as crowded as consumers who visit Sukawati Art Market while Guwang Art Market itself is built as a pilot market with a wide and neat arrangement with adequate parking. In addition, the products and prices offered relatively the same as the products and prices offered on Sukawati Art Market. Therefore, this research is important and interesting to be studied in more depth.

The product conceptually is a subjective understanding of producer of something offered as an effort to achieve organizational goals through the needs and desires of consumers. In accordance with the competence and capacity of the organization and the purchasing power of the market (Tjiptono, 2008: 95). The product attributes include brand, packaging, guarantee, service, etc. Rangkuti (2005) in his research is to find aspects of cleanliness, security, and the arrangement of outlets can increase the number of buyers in traditional markets. Attributes aspects stated by Rangkuti (2005) can also give a positive impression of the existence of traditional markets. Baker et al (1994) divided attributes into three factors: ambient factor, design factor, and social factor. Ambient factors are nonvisual or invisible factors that become the background of environmental conditions *e.g.,* temperature and music. Design factors are factors that are visual *e.g.,* layout, color, comfort, style, and architecture. Finally, social factors are related to people in the store. The three factors will contribute to a well-defined brand image. Smeijn et al (2004) revealed that attributes contribute to how a customer evaluates a brand that can influence the product image.

Fixing any attributes attached to the market will be able to influence the decisions of potential buyers or market visitors. Reflected again by Agung et al (2015) in his research found that the attributes affect the image and visiting decision, in his research attributes consisting of prices, accommodation, attractions, affordable, and memorable products are part of the indicators forming attributes. Semeijn et al (2004) stated that product attributes affect the risks that will be accepted by consumers and will affect the decision of a consumer in deciding to buy a product. Due to customers will conduct an evaluation before the purchase is made.

Swasta (2007) stated that promotion is a flow of information or one-way persuasion made to direct a person or organization to actions that create exchanges in marketing. The purpose of promotion is to inform, persuade, and remind the existence of a product to consumers. Swasta (2007) stated that there are four factors influencing the combination of promotion, (1) fund for promotion, (2) market character, (3) product type, and (4) stages in life cycle of goods. Some promotional tools are often used in the process of marketing communications, *i.e.,* advertising, sales promotion, public relations, personal sales, and direct sales (Nugroho, 2008). Tjiptono et al. (2006) added online marketing as a promotional tool in marketing. Agung et al (2015) found that promotion with a constituent indicator consisting of advertisement, publication, word of mouth, and e-commerce showed a significant positive result to the visitor's image and decision. Through promotion, it will be able to attract the attention of prospective buyers or visitors, a good promotion can affect one's perception. Good promotions will give a positive impression to the viewer of product or service offered. Therefore, in the end, they decide to buy products or services offered.

Parasuraman, et al. (1985) identified five basic dimensions of service quality, included; (1) *Tangibles* defines an ability of a company in showing their existences to external parties. Appearances and capabilities of reliable corporate physical infrastructure, the circumstances of the surrounding environment are clear evidence of the services provided by the service provider. It is included the physical facilities, equipment and equipment used (technology) and the appearance of employees. (2) *Reliability* defines an ability of the company to provide services in accordance with the promised accurately and reliably. The performance must be related to customer expectations that mean punctuality, equal service for all customers without error, sympathetic nature, and high accuracy. (3) *Responsiveness* defines a policy to help and provide prompt service (responsive) and appropriate to the customer, with clear information delivery. Letting consumers wait is a negative perception of service quality. (4) *Assurance* defines a knowledge, politeness and the company employees ability to grow the customers trust to the company. It is included several components, *i.e.,* communication, credibility, security, competence, and courtesy. (5) *Empathy* defines giving a sincere and personal attention given to customers by trying to understand consumer desires. A company is expected to have understanding and knowledge of its customers, understand specific customer needs, and have convenient operating times for customers (Lupiyoadi and Hamdani, 2006: 182).

Baker, et al (1994) stated that the service quality is one of the image determinants. Smeijn (2004) stated that quality will reduce the customer evaluation of a brand, in other words, the *brand image* will be fully maintained if the service quality is considered. The quality variations provided can positively affect purchasing decisions or using products. The consumers have a perception that the product has a low quality will increase the risk of loss of product ownership. They will not suffer any loss in their decision to purchase a product if the product has a high-quality variation (Smeijn et al., 2004).

According to Kotler (2003) stated that the image as a number of beliefs, descriptions, and impressions whose a person has on an object. Bennet (1995); Bloemer and Ruyter (1998) stated that the image is the consumer's perception of a product, institution, brand, company or person is not in accordance with reality on the various attributes shown. Gonroos (1990) explained that there are four roles of image for organization included; (1) *image* conveying of hoping together with external marketing campaign, (2) *image* as filter influence perception on company activity, (3) *image* is function of experience and consumer expectation, and (4) *image* has an important effect on management that has an internal impact. The positive image internally will tell the obvious values and reinforce the positive attitude toward the organization.

The consumers in choosing goods based on the image. They feel from past experience. The image is an intrinsic side that is not easy to change or manipulate without being followed by extrinsic changes. The decision to make a purchase is based on an evaluation of observation or consumer expectations (Eckman et al, 1990). Purchasing decision is made by the consumer on the basis of evaluation of various criteria (Eckman et al, 1990). Kotler and Armstrong (2008) and Nugroho (2008) stated that consumer purchase decisions are influenced by cultural, social, personal, and psychological characteristics. Cultural characteristics included culture, subculture, and social class. Social characteristics included reference groups, family, roles, and status. Personal characteristics include age and stage of life cycle, occupation, economic situation, lifestyle, personality, and self-concept. Psychological

characteristics included motivation, perception, learning, beliefs, and attitudes. Stages of purchasing decisions made by consumers included the introduction of needs, information search, alternative evaluation, purchasing decisions, and post-purchase behavior (Kotler and Armstrong, 2008; Assael, 2004).

Based on the results of theoretical and empirical studies. Then, the present study formulated seven research hypotheses, as follows:

H1: Market attributes have a positive effect on the market image
H2: Market attributes have a positive effect on purchasing decisions
H3: Promotion positively affects the market image
H4: Promotion positively affects purchasing decisions
H5: Service quality positively affects the market image
H6: Service quality positively affects purchasing decisions
H7: Image market has a positive effect on purchasing decisions

2. Research Methods

This research is designed a descriptive and analytic approach. It defines that will be conducted description of facts, supported by analysis of the significance of empirical facts found. The descriptions included the facts of product attributes, promotions, individual characteristics, tourist object characteristics, tourist images, and visiting decision making. A significant analysis is conducted to explain the role of attribute factors, promotion, service quality, and tourist image on decision making to visit Guwang Art Market.

Population in this research is the domestic and foreign tourists who visit Guwang Art Market. The number is infinite. The sample is domestic and foreign tourists who visit Guwang Arts Market from April to July 2015. The number of research samples is determined ten times of research indicators number. The constructor has constructed consists of 20 indicators. The number of samples is 200 people. The type of data is collected in the present study is quantitative data expressed in five-point Likert Scale, ranging from strongly disagree to strongly agree. The data source is the domestic and foreign tourists who visit Guwang Arts Market during April to July 2015. Data collection is conducted by a questionnaire distributed to tourists who are visiting Art Market in Gianyar Regency.

The variables are involved in this research are five. Each variable is explored into indicators as presented in Table 1 below:

Table 1
Research Variables and Indicators

No	Variable	Indicator	Source
1.	Art market attribute (X1)	Easy to reach Price Product	Agung, et al (2015)
2.	Art market promotion (X2)	Publication *Word of Mouth* Advertisement *e-commerce*	Agung, et al (2015)
3.	Service quality (X3)	*Reliability* *Responsiveness* *Assurance* *Empathy* *Tangible*	Parasuraman, et al. (1985)
4.	Image market (Y1)	Comfortable environment Pleasure Cleanliness Friendly	Agung, et al (2015)
5.	Purchase decision making (Y2)	There is a need awareness Looking for information Purchasing decision Post-visit evaluation	Agung, et al (2015)

Source: Results of empirical studies

Data analysis used in this research is descriptive and inferential analysis. Descriptive analysis is used to describe respondents and research variables. Whereas, the inferential analysis is used to see the relationship between variables. The type of inferential analysis used is SEM (Structural Equation Model). SEM makes, it is possible to answer both regressive and dimensional research questions (*i.e.,* measure what the dimensions of a concept). When a researcher faces a research question of identification of the dimensions of a concept or constructs and at the same time wants to measure the influence or degree of relationship between the factors that have identified its dimensions, SEM will be possible to implement them. SEM is also an integration approach to factor analysis and structural equation model (Ghozali, 2011).

3. Results and Analysis

The validity and reliability test towards questionnaire prepared to determine the validity of the questionnaire. Therefore, the questionnaire is feasible to use. The validity test is used *pearson correlation* shows correlation results above 0.3. Therefore, the instrument is valid Validation Test Reliability using *alpha cronbach* shows the value above 0.7. Therefore, the instrument is declared reliable. Based on the two tests, the questionnaire deserves to be continued as a research institution.

Based on the results of data collection and tabulation has been conducted, then the characteristics of respondents expressed as follows:

a) Gender

Based on a sex the number of respondents is shown in Table 2 as follows.

Table 2
Gender

Gender	Total (people)	Percentage (%)
Male	124	62
Female	76	38
Total	200	100

Source: Data processed

The males are consisted of 124 people or 62% of the total respondents and remaining 76 people or as many as 38% are females.

b) Age

The age in this study is divided into six categories as presented in the following Table 3.

Table 3
Age

Age	Total (people)	Percentage (%)
<16 Years	4	2
16-25 Years	139	69,5
26-35 Years	29	14,5
36-45 Years	23	11,5
46-55 Years	5	2,5
>55 Years	0	0
Total	200	100

Source: data processed

Table 3 above is the questionnaire filled most by the ages of 16-25 years as many as 139 people or 69.5% the number of respondents and age above 55 years is equal to zero or in other words no respondent at the category age.

c) Occupation

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Table 4 below shows the distribution of occupation to the respondents involved in the study.

Table 4
Occupation

Occupation	Total (people)	Percentage (%)
Civil Servant / BUMN	5	2,5
Private Employees	44	22
Entrepreneur / businesman	16	8
Student/collegers	121	60,5
Other	14	7
Total	200	100

Source: data processed

Table 4 shows that most respondents come from students. If it is seen again in the age of respondents who fill many respondents are in the age category 16-25 years. Wherein, this age is classified at the age-student.

d) Education
The last respondent characteristics are obtained from the questionnaire are shown in the following Table 5.

Table 5
Education

Education degree	Total (people)	Percentage (%)
Non-schooling	0	0
Primary school	2	1
Junior high school	3	1,5
Senior/vocational high school	101	50,5
Akademc/Diploma	57	28,5
Bachelor degree	32	16
Master degree	5	2,5
Total	200	100

Source: Data processed

Tabel 5 shows that most respondents are from the high school category about 101 people or 50.5 %. The fit model test is conducted by looking at the index values as in the following Table 6:

Table 6
Fit Model

Fit Model Index	Critical Value	Results	Keterangan
Chi-Square		182,835	High
Probability	$\geq 0,05$	0,104	Appropriate
CMIN/DF	$\leq 2,00$	1,143	Appropriate
GFI	$\geq 0,90$	0,918	Appropriate
TLI	$\geq 0,95$	0,985	Appropriate
CFI	$\geq 0,95$	0,988	Appropriate
RMSEA	$\leq 0,08$	0,027	Appropriate
AGFI	$\geq 0,90$	0,892	Appropriate

Source: Data processed

Based on Table 6, the model is stated fit from benchmarking criteria that have been set. Chi-square is 182,835, with *p-value* is 0.104 higher than 0.05. It is indicated that the fit model. The values of the other

criteria also indicate the suitability of the expected value. Therefore, the model is declared eligible for use in the analysis.
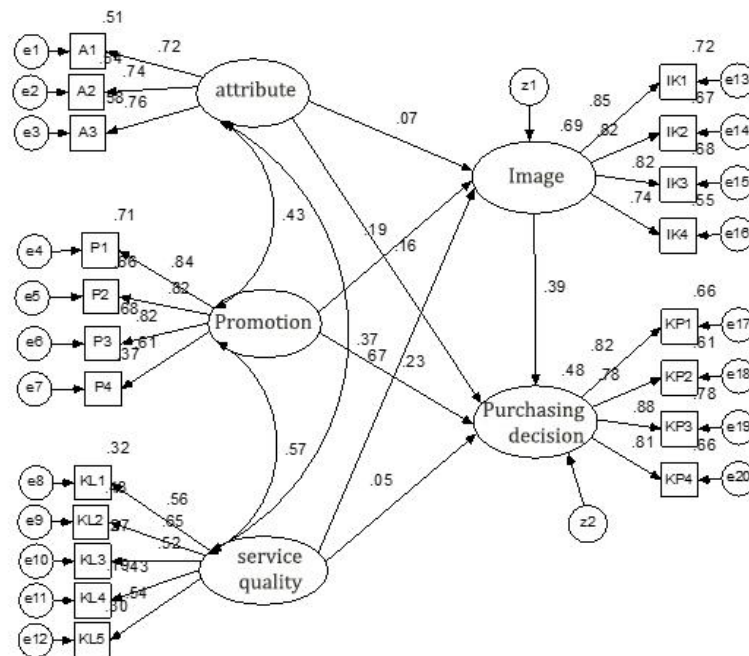

Figure 1. Diagram of SEM Model

Based on the analysis results is obtained *p-value* is 0.367. It is indicated that the art market attribute does not affect the image market. It can be argued that the image formed on the art market is not formed on the attributes basis. The result is very interesting, due to the results of theoretical studies and empirical attributes have a positive effect on the image. Visitors seem to focus solely on the Art Market as a mere souvenir center. Therefore, the attributes attention is reduced. In addition, the attributes itself in Guwang Art Market is not much different from another art market in Bali. Thus, there is no difference image.

In contrast to purchasing decisions, attributes of Guwang Art Market have a positive and significant effect on purchasing decisions. The significance is 0,042. It is indicated that there is attribute influence to purchasing decision. The main attributes of product variation as well as distinctively Balinese became the basis for why visitors make purchases at Guwang Art Market. As it is well known that Guwang Art Market as well as other Arts Market sells a wide range of typical Balinese art.

The results of data analysis have been conducted to determine the effect of promotion of the image market found. The promotion has a significant effect on the market image. The significance level is 0.038. It is still smaller than 0.05 indicating. There is a significant influence. Promotion is a reliable tool in order to give an impression to the minds of consumers over the market. The ability is to convey information and a positive view through various media campaigns make the tourists who visit have a positive image for Guwang art market. The content is given in promotion must be chosen properly for the image formed by consumers at seeing or hearing the information becomes good. In the analysis results have shown that promotion has a positive effect on the market image, for that promotional effort need to be improved both quantity and quality.

The promotion also has a significant positive effect on purchasing decisions. The influence is known to the level of significance obtained is 0.013 and positive direct influence coefficient is 0.227. Promotion is quite effective in influencing consumer decisions to come and buy products at Guwang Market. Various promotional media that has been spread into evaluation materials that ultimately encourage potential customers to come to visit and make purchases. The service quality has positively affected the market image. The results are known by looking at the direct positive coefficient of influence and the level of significance obtained is 0.000 smaller than 0.05. The market arrangement, as well as hospitality, showed by the managers and traders, seem to give a positive impression in Guwang Art Market.

The effect of service quality on purchasing decisions resulted in a significance level is 0.736 higher than 0.05. It means the quality of service does not affect in purchasing decision of visitors of Guwang Art Market. However, it has an indirect effect in purchasing decisions through the market image. Although in terms of physical can be stated have been managed properly, but from the human side of the heterogeneous traders have different procedures in serving. In general, visitors acknowledge the friendliness and concern of traders but buyers ignore it related to the purchase decision. Decisions certainly are related to the price and passion for customer itself.

The market image significantly influences in purchasing decision of the visitors of Guwang Art Market with a significance level of 0,011. Thus, the image formed on Guwang Art Market seems to be a magnet can attract visitors to come there. They eventually make a purchase. Positive imagery to tourist targets is important to note in order to bring their interest to visit the Guwang Art Market. Therefore, the image that has been able to be formed by Guwang Art Market should not be smeared. Structuring the market for the product type offered must be considered. Traders must be trained to be able to show their hospitality and concern for visitors. Finally, the promotion must have positive content. Attention to promotion and quality is an important aspect to build a good image of Guwang Art Market.

4. Conclusion

The market image forming is instrumental in influencing a visitor's decision to make a purchase at Guwang Art Market. Based on the results of the present study, it is expected that managers, traders, and local governments, in particular, are able to pay attention to the variables incorporated into the model. Promotion is affected imaging and purchasing decisions. Promotion of Guwang Art market is a homework for market and government managers. They must synergize in producing good promotional efforts. Therefore, unlike attract visitors to come to Guwang Art Market. The art market is slightly different from the traditional markets meet daily needs. In Art Market, there is a tourist attraction. It is a souvenir purchasing center for travelers or tourists visiting Bali especially Gianyar. Thus, the Government has a key role in doing Promotion of Guwang Art Market.

The quality of service though does not directly affect the purchase decision, but it indirectly influences the purchasing decision through the market image. Market traders need to be given training related to the correct ways of service. Therefore, they are able to provide good service to the consumers. Market managers should also pay attention to the good governance related also to improving the service to the visitors. Cleanliness and tidiness can make visitors feel comfortable and hospitality is the main capital in increasing visits to an increase in purchasing decisions.

The attributes possessed by Guwang Art Market can influence purchasing decisions. Various products and low prices seem to be able to attract visitors to shopping. It is a traditional art market. Thus, many prices are set at a bargain. Variations of goods provided are also quite a lot. Traders and managers need to think about other variations of products that still have typical Indonesia especially Bali. Therefore, unlike not to lose compete with products offered by modern markets that exist. Guwang Art Market is expected to be *one-stop shopping* for souvenirs typical of Indonesia, especially Bali. Based on the research results that have been conducted. Then, there are some suggestions can be conveyed to traders, market managers, and government:

a) The merchants should still maintain the visitor's hospitality and be able to understand the visitors need. In addition, the cleanliness and tidiness of each shop should be maintained to give a beautiful impression and provide a sense of comfort for visitors.
b) The managers should still consider the visitor's convenience by preparing necessary facilities *e.g.,* clean toilets adequate parking. Hygiene, as well as the arrangement of merchant shop as a whole with attention to the layout that provides ease of access for visitors and traders, will be able to improve the services provided.
c) The Government can assist the promotion of Guwang Art Market's trademark to keep appearing on the local government website or on pages linked to frequently visited tourism. Internet media can be chosen to promote due to a wide range.

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