



THE ROLE OF SERVICE QUALITY TO SUPPORT PURCHASE INTENTION IN LOCAL SPECIALITY SOUVENIR PRODUCTS

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Abstract:-This study looks into how Indonesian domestic tourists came to the decision to buy mementos made from local speciality foods. This study examined how well business owners provide services, as well as how trust and satisfaction levels affect travellers' intentions to make purchases. The number of 150 domestic tourists who purchased souvenirs participated in this study. A partial least square path modelling was used in this study. The study's findings suggested that this factor significantly influenced travellers' intentions to make purchases. This study offers more empirical data demonstrating the significance of service quality in influencing consumers' intentions to make purchases in the Indonesian food or regional specialty souvenir markets. Empirical studies demonstrated that a shop's ability to deliver excellent service can positively impact customer happiness, trust, and even purchase intention. To increase purchasing intention, it's critical to keep up a relationship with suitable services.


Keywords: *Consumer Behaviour, Local Speciality, Purchase Intention, Service Quality, Souvenir Industry*

1. INTRODUCTION

Many Indonesian regions rely on tourism to boost their local economies [1], [2]. According to Indonesia, tourism has a significant impact on economic growth [3], [4]. Government support the idea to build *key tourism area* in several region in Indonesia. In accordance with Indonesian Statistics Bureau, tourist arrival in Indonesia are increasing every year. For example, in 2015 the number of domestic tourist arrival is 256 million tourists and reach its peak in 2019 which reached 722 million tourists. Due to COVID-19 outbreak the number of tourist arrival fall into 518 million tourists and predicted to be lower in 2023 due to social distancing and several COVID-19 related policy [5]. However, the fact that tourism has grown to be a significant component of Indonesia's economic development has not changed. [6].

As for tourism activities, the existence of souvenir become even more important [7]. Even as part of their travels, some tourists would rather purchase mementos, for example souvenirs[8], [9]. In Indonesia, buying souvenir itself has become a habit even close to become a culture of tourism activities [10]. A visitor's experience at a location would not be complete if they did not purchase a keepsake. One could argue that buying souvenirs has become a standard element of any travel experience, particularly for Indonesian visitors travelling domestically. There are various forms of souvenirs. As mementos, one could prefer t-shirts, decorations, accessories, or even regional specialties. For domestic tourists from Indonesia, the most popular item to bring back as mementos is local cuisine or specialties. People who visit Medan tend to bring "Bolu Meranti", the local delicacy in Medan as souvenirs. The same also happen when people visit Palembang which bring over "Pem Pek", the local delicacy based on mackerels. People believe that it become a natural behaviour to have items representing where they have travelled [11]. The keepsake might be appreciated by others as a token of respect and gratitude for those who travelled before them. Giving additional mementos to people as evidence of their travels there has also become customary. The type of regional speciality was not restricted to mementos. Some have a tendency to engage in gastronomic tourism, when they visit multiple locations. [12]. As the name implies, it's a type of tourism where visitors may savour regional specialties like food. To promote tourism, it is still crucial to research consumers' intentions when it comes to purchasing local food or specialties, even if they are not intended as souvenirs.

When it comes to souvenir purchasing, locals frequently open gift shops to boost their local economy and tourism industry[13], [14]. However, many of which were unregistered. They tend to



sell local delicacy without paying attention to the product packaging [15]. Most of time people may found that the product package was unattractive [16]. Particularly in a rural tourism area, the shop owner or clerk neglected to attend to the needs of the customers, providing them with subpar service. Understanding the reasons behind people's desire to purchase souvenirs is crucial for promoting the local economy. It's critical to consider the factors that influence consumers' decisions to purchase local specialties as souvenirs in order to increase the likelihood of selling them [17]. Previous study stated that purchase intention is the result of interaction which formed as service quality given by shop owners or clerks [18]-[20]. It may also affected by the package's attractiveness even product itself [16]. It also could be based on people perceived trust to the product [21], [22]. This study examined how domestic tourists arrived at their decision to purchase local delicacies as mementos and presented the findings to assist management in creating an even better atmosphere for souvenir purchasing.

2. LITERATURE REVIEW

People's perceptions about a product influence their propensity to acquire it A product may pique people's interest for a variety of reasons. People's intentions to buy in today's culture are not always only based on their thoughts. One's intention to buy may be influenced by others around them [23]-[25]. One's spouse, kids, friends, or even the store clerk may be able to predict what a customer may want to buy. We may discover that we continue to purchase a product even though we don't like it because of recommendations from friends and family [26], [27]. The same holds true for mementos. It is assumed that various individuals may intend to purchase mementos in different ways [7]. Some people would want to eat the goods themselves, while others might want to take it home to share with family or friends. Prior research has demonstrated that consumers' intentions to acquire souvenir items are influenced by factors such as product quality—such as portability, affordability, level of local knowledge, and resistance to damage Further studies have demonstrated that consumers are drawn to purchase mementos because of their superior perceived quality or attractive packaging [16]. The definition of buying intention as a reason or behaviour to buy regional specialties as mementos was the main focus of this study. It has to do with how individuals treat the mementos. We employed behavioural approaches, such as product identification, product information, and readiness to purchase the product, to measure the behaviour of purchase intention.

This study suggested that purchase intention is related to how people perception toward the product itself. People tend to purchase a product that they trust the most [28]. Trust in this research is related to people attitude toward a souvenir [29], [30]. In general, there were three form of trust such as (1) product attributes, (2) product benefits and (3) product usage. Product attributes related to how people trust the information given within package, such as composition, expired date even product information given by clerk. The advantages that have to do with how individuals view the true advantages of buying souvenirs, like the benefit that is offered. Finally, how consumers use a product is influenced by their perception of its potential benefits. According to earlier studies, consumers are more likely to believe and buy a product if they have a higher level of product trust. Therefore, this study made the assumption that greater levels of trust would increase levels of purchase intention [18], [21].

People also tend to buy something that they were satisfied with [31]. In general satisfaction is related to post-purchase behaviour that people compare their ideal and actual experience of the product consumed [32]. In this study we used the term of satisfaction to express that tourist is happy with the current package and product itself. It is not necessarily post purchase activity. People can experience the package and overall product from visiting the store. Previous study stated that when people is satisfied or happy with the package or overall product, they tend to purchase or at least desire to purchase the products [20], [33], [34].

People are generally affected by the services provided by the store owner. In this study, visitors' perceptions of the quality of the services they receive at the souvenir shop were used to gauge service quality. The SERVQUAL concept is the key reference for service quality today [35], [36]. In

keeping with the notion, we use five dimensions to gauge the quality of the services provided in this study, namely: (1) tangibility which refer to physical evidence of services, (2) reliability which refer to the degree of consistent service given anytime, (3) responsiveness which refer to the speed of reaction of toward consumers needs and wants, (4) assurance which refer to the degree of certainty given by services and (5) empathy which refer to the degree of emotional understanding given to customers. Many research suggested that service quality will improve customers' purchase intention [19], [20], [37], [38].

3. METHODS

3.1 Survey Method and Participants

In this investigation, a mixed method approach was adopted. In this work, we use both a qualitative and a quantitative technique. Qualitative data were collected using questionnaires with a 5-point Likert scale. After the data was gathered, a quantitative method was used to assess how each variable supported the intention of the visitor to make a purchase[39]. The target participants self-administered questionnaires, which we used to gather data. In this investigation, the snowball sampling technique was applied. In all, 150 domestic tourists took part in the research. To fulfil the research goals, domestic tourists who have completed their purchases at the designated gift shops provided the data. The chosen tourist's participation in this study was contingent upon their consent. A number of 60 male (40%) and 90 female (60%) participated in this study. The respondent mostly from within province (76%) and the others from outside North Sumatera (24%).

3.2 Data Analysis Method

This study employed partial least squared path modelling (PLS-PM) to predict the effect of exogenous variables to endogenous variable [40]. It is argued that the PLS approach, particularly in social science research, provides better predictability than other methods[41], [42]. This study used WarpPLS8.0 to evaluate the path model [43].

3.3 Research Model

The goal of travellers to purchase local delicacies or culinary souvenirs is the research's endogenous variable. We suggested that there are three primary exogenous variables—service quality, general product satisfaction, and overall trust—that could have an impact on purchase intention. To prevent perceptual bias, we also use multiple group analysis in addition to path modelling. Figure 1 presents a summary of the research model.

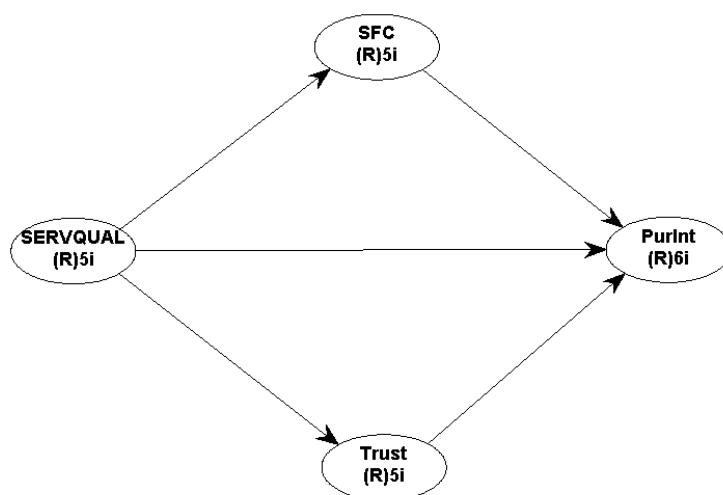


Figure 1. Research Model Framework

4. RESULTS

In order to reach validity and reliability within measurement model this study used PLS Algorithm to calculate the loading factors for each construct, including their discriminant validity based on the value of average variance extracted (AVE). The cut-off value we used in this study was based on the



p-value of loading factor. The value less than 0.05 accepted for the measurement model. Each construct should have AVE > 0.5 with composite reliability (CR) > 0.7 and Cronbach’s alpha (CA) > 0,7 [42]. The result of measurement model summarized in Table 1.

Table 1:Loading Factor and Cross Loading

Indicators	SFC	SERVQUA	Trust	PurInt	Type	SE	P value
Satisfaction1	0.675	0.073	0.106	-0.285	Reflective	0.072	<0.001
Satisfaction2	0.656	-0.587	-0.107	0.445	Reflective	0.072	<0.001
Satisfaction3	0.797	0.136	-0.093	0.009	Reflective	0.068	<0.001
Satisfaction4	0.799	-0.011	-0.087	0.036	Reflective	0.068	<0.001
Satisfaction5	0.673	0.321	0.247	-0.21	Reflective	0.072	<0.001
Responsibility	0.124	0.762	-0.072	0.003	Reflective	0.069	<0.001
Assurance	0.140	0.850	-0.047	-0.003	Reflective	0.068	<0.001
Empathy	-0.190	0.755	-0.131	0.002	Reflective	0.069	<0.001
Tangibility	0.057	0.778	0.181	0.067	Reflective	0.069	<0.001
Reliability	-0.146	0.782	0.068	-0.067	Reflective	0.069	<0.001
Trust1	0.051	0.008	0.761	0.001	Reflective	0.069	<0.001
Trust2	0.078	0.290	0.727	-0.296	Reflective	0.069	<0.001
Trust3	0.073	-0.419	0.727	0.158	Reflective	0.069	<0.001
Trust4	-0.392	0.209	0.735	0.100	Reflective	0.069	<0.001
Trust5	0.227	-0.106	0.611	0.043	Reflective	0.071	<0.001
PI1	-0.157	-0.153	-0.204	0.677	Reflective	0.070	<0.001
PI2	-0.409	0.729	0.01	0.646	Reflective	0.071	<0.001
PI3	-0.133	-0.022	0.169	0.698	Reflective	0.070	<0.001
PI4	0.600	-0.689	0.051	0.769	Reflective	0.072	<0.001
PI5	-0.023	0.430	-0.181	0.657	Reflective	0.071	<0.001
PI6	0.207	-0.367	0.156	0.759	Reflective	0.071	<0.001

Table 1 showed that all indicators were used in this study even though several indicators have loading factor less than 0.7, yet they have significant contribution to evaluate the model. Model measurement were expanded to evaluate the internal consistency and convergent validity. The result showed in Table 2.

Table 2:Model Measurement

Variable	Composite Reliability	Cronbach’s Alpha	Average Variance Extracted
SFC	0.798	0.784	0.548
SERVQUA	0.891	0.845	0.618
Trust	0.838	0.758	0.511
PurInt	0.816	0.728	0.501

As previously stated, the internal consistency was assessed through CR and CA with cut-off value of 0.7. Table 2 showed that internal consistency requirement has been met. In addition, the convergent validity that measured with AVE also showed that all variable have value of more than 0.5, thus conclude the measurement model. The evaluation continued with inner model analysis.

In order to evaluate the inner model, we evaluate the Variance Inflation Factors (VIF) for each variables to ensure the model fit. The value of VIF for SFC, SERVQUAL, Trust and PurInt respectively is 3.410, 3.995, 1.604 and 2.411 which indicated that there is no collinearity problem in this study. We also evaluate the effect sizes of each relationship. The rule of thumb suggested value of 0.02,

0.15 and 0.35 as threshold for weak, moderate and strong effect. The effect size of service quality on satisfaction is 0.689 which indicate a strong relevance or large effect. It also have a strong relevance with Purchase Intention (effect size = 0.567) and moderate effect on Consumer Trust (effect size = 0.277). Satisfaction has a weak relevance or small effect on purchase intention (effect size = 0.043 while consumer trust on purchase intention has a moderate effect (0.199). The model estimate is shown in Figure 2.

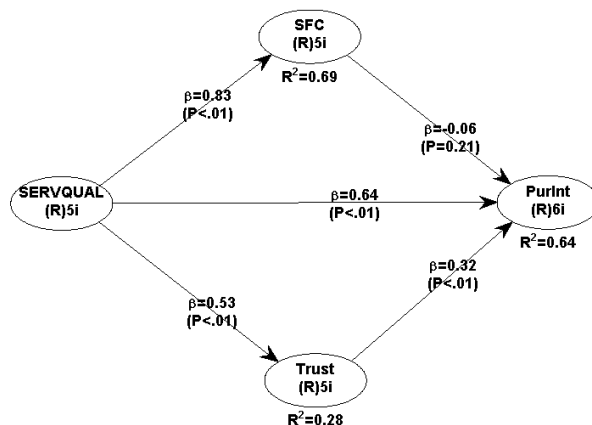


Figure 2: Inner Model Estimation

Figure 2 showed that service quality (SERVQUAL) had important role to bulid customer satisfaction, customer trust and customer purchase intention. The largest effect of service quality was found on building customer satisfaction. However, before we analyze to hypothesis testing, we also evaluate the model fit criteria which is shown in Table 3.


Table 3: Model Fit and QualityIndices

Model Fit	Quality Criteria	Result	Conclusion
Average path coefficient (APC)	-	0.476; P<0.001	Good Fit
Average R-squared (ARS)	-	0.534; P<0.001	Good Fit
Average adjusted R-squared (AARS)	-	0.529; P<0.001	Good Fit
Average block VIF (AVIF)	≤ 3.3	3.022	Good Fit
Average full collinearity VIF (AFVIF)	≤ 3.3	2.855	Good Fit
Tenenhaus GoF (GoF)	≥ 0.36	0.517	Good Fit
Simpson's paradox ratio (SPR)	≥ 0.7	0.800	Good Fit
R-squared contribution ratio (RSCR)	≥ 0.9	0.975	Good Fit
Statistical suppression ratio (SSR)	≥ 0.7	1.000	Good Fit
Nonlinear bivariate causality direction ratio (NLBCDR)	≥ 0.7	1.000	Good Fit

Table 3 suggested that based on ten criteria to evaluate model fit of our proposed structural model. All indcies showed that the model achieved good fit, thus we promote the model for hypothesis testing.

Table 4: Path Coefficient Analysis

Path	Coefficient	p Values	Hypothesis
Consumer Trust -> Purchase Intention	0.323	P<0.01	Accept
Consumer Satisfaction -> Purchase Intention	-0.064	P = 0.21	Reject



Path	Coefficient	p Values	Hypothesis
Service Quality ->Consumer Satisfaction	0.830	P<0.01	Accept
Service Quality ->Consumer Trust	0.526	P<0.01	Accept
Service Quality -> Purchase Intention	0.638	P<0.01	Accept

Table 2 indicated that perceived service quality has an important role in souvenir industry. In accordance with the result service quality has positive and significant effect on consumer satisfaction, trust and purchase intention. The highest value that may affect tourists' purchase intention were service quality and trust. However, this study suggested that there is no effect of customer satisfaction directly on purchase intention.

5. DISCUSSION

The study's findings provided empirical support for the hypothesis that consumer trust in souvenir products is positively and significantly impacted by service quality. Customers' trust in merchandize of memento items increases with the perceived quality of the services provided. This finding demonstrated the significance of service quality in fostering consumer trust [18]. Previous study also showed the importance of service quality to build consumer trust [44], [45]. This study suggests that it is critical to react promptly to the requirements and desires of customers. It was also implied that souvenir purchasing is something that tourists like doing, yet it is still inappropriate to keep consumers waiting a long time to get service. Shop owners needed to be well-versed on their clientele. Even if some of the consumers were first-time visitors to the store, the proprietor needs to be understanding and well-informed about them. The most crucial was to provide services in a trustworthy manner[22], [46]. There have been instances where customers have grown suspicious of store owners as a result of inconsistent service. People frequently feel suspicious and leave the store early due to the disparity in price and services. Therefore, adequate client interaction and service are necessary to keep a positive trust in the sold goods.

This study also provided empirical support for the notion that customer happiness is favourably and significantly impacted by the quality of the services they receive. Following the clients' consumption of the provided service, this contentment surfaced[47]. Previous study suggested that a good service quality will improve customers' satisfaction in many field [48]-[50]. Similar circumstances also arise with regard to souvenirs featuring local delicacies. Even when some people sell mementos, it's still crucial to provide excellent customer service. Numerous gift shops offer the goods directly [15], [51]. As a result, most of the time there will be some interaction between the cashier and the clients. Serving clients to the best of your ability is crucial. They will increase consumer satisfaction with the sold goods by doing this.

The study's suggested model also showed that purchase intention was positively and significantly impacted by service quality. Customers of local delicacies will be more likely to make a purchase if they perceive better levels of service excellence. Previous research shown that comparable outcomes occur in numerous circumstances[20], [29], [37]. This finding implied that the store owner, or at the very least, the employee, needed to genuinely care about their patrons. They must continue to think of their clients as long-term, enduring partners rather than as transient ones[52], [53]. Due to their lack of long-term planning, business owners in Indonesia have a tendency to ignore their clients. As a result, a lot of business owners, particularly in developing areas, choose to make short-term rather than long-term money from their clients[54], [55].

Additionally, the model indicated that purchase intention is unaffected by overall pleasure. Customers that are happier typically have stronger buying intentions. But their need to have a souvenir from their trip overrode their dissatisfaction, and they ended up purchase the souvenir.[29]. Previous study may argued with the result that indicate a satisfied customers will have a higher purchase intention, even may lead to actual purchase [56], [57] that has been rejected in this study. While maintaining a positive attitude is crucial, customers' primary motivation for travelling and purchasing souvenirs was probably something different. Wheher they



are happy or satisfied with a product, was not the matter. It's critical to draw them in with the provided display and services, if necessary. Additionally, path analysis revealed that customer satisfaction with a high-quality service had an indirect effect on purchase intention. Customers are more likely to make a purchase when they receive excellent service, which increases their satisfaction with the goods. Enhancing consumer happiness with various sorts of services is contingent upon service quality. For instance, a sufficient service could be provided in the form of product information that encourages consumers to purchase the goods. [23], [58].

The effect of consumer trust towards purchase intention was the last path analysis from the suggested model. The outcome demonstrated that trust has a strong and favourable impact on purchasing intention. Higher levels of purchase intention will result from customers' greater levels of trust. Previous study also suggested the similar result which indicate the importance of trust to build purchase intention [18], [22]. Consumers were more likely to purchase a product they felt confident in. When someone says they trust a product, it means they believe it will benefit them or that it will function as promised. Numerous participants in the survey mentioned that they purchased the item as a keepsake to gift to others as a reminder of their visit. The first factor in selecting a memento was its long-standing reputation among previous buyers. In order to establish this reputation business owner, have to provide suitable services in which build up people trust and purchasing intention. This circumstance is also consistent with the indirect result of the study, which demonstrated the relationship between service quality, trust, and purchase intention. Therefore, we can draw the conclusion that trust plays a significant role in influencing purchase intention. Building trust requires business owners to deliver high-quality services.

6. CONCLUSION

In general, the provision of high-quality services was crucial in sustaining the souvenir industry, particularly in the case of the local food or culinary souvenir sector. People will be happier, more trustworthy, and ultimately have higher buy intentions when they perceive higher-quality services. As a result, it is critical for business owners to focus even more on the quality of their services. Tourists must receive sufficient and appropriate service from souvenir vendors. It is not advised to only hope for the goods to sell over time. Rather, the owner of the business must be proactive in at least three areas. To keep a positive rapport with their clients, they must develop even more amiable elements. They must move quickly to satisfy the requirements, wants, and issues of their consumers. In order to gain the trust and happiness of customers, it can occasionally be necessary to furnish them with product knowledge and information. Above all, a business owner must be dependable in order to cater to their clientele. People are going to focus on factors of reliability. In many ways, charging various prices to different clients is a catastrophic mistake. As a result, developing a standardised process going forward is crucial.

Limitation and Future Research

The information employed in this study was limited to the capital city. The information was gathered and examined from domestic tourists who purchased mementos of local cuisine from reputable establishments. This could result in biased situations based on many traits, including living in a remote location that isn't well-known for its souvenir shops. Thus, in order to support food souvenir stores and Indonesian tourism, future research must broaden its scope to include rural areas in order to provide more data and generalisation.

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