

THE ANALYSIS OF INFLUENCING FACTORS OF THE SELECTION OF EDUCATIONAL TOURISM SERVICES FOR PRESCHOOL-AGED CHILDREN IN TUBAN REGENCY

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ABSTRACT

The purpose of this study is to determine the internal and external influencing factors of the selection of educational tourism services for Preschool-aged children in Tuban Regency referring to the theory of Horner & Swarbrooke. The population is Playgroup and Kindergarten schools in Tuban Regency which routinely schedule student tours every semester. The sample was calculated using Slovin formula with a population of 100 respondents which consists of the parents as the decision makers and obtained from Tuban, Rengel, Jenu, Kerek, and Jatirogo. There are 38 statements in the questionnaire using the form of Likert Scale. The research was held from March to April 2019. This study uses Second Order Confirmatory Factor Analysis on Formative Indicators with the help of SmartPLS 3.0. Partial Least Square results show that out of 11 internal factors, there are 4 significant influencing factors, namely the disposable income, knowledge of tourism, lifestyle, and opinions, perceptions, and attitudes. Whereas from 8 external factors, there are 2 significant influencing factors, namely recommendations from tourism organizations and hygiene. The results of this study can be used as a reference for the design and model for the business that is being initiated by the author, the Preschool Tour Organizer.

Keywords: Internal, External, Selection of Educational Tourism Services

Introduction

Tourism in Indonesia starts to grow and even begins becoming the lifestyle of society (Wonderful Indonesia 2019, 2019). Currently, tourism is regarded as one of the national development priority and targeted by the government to be the largest foreign exchange reserve generator. And, tourism on school segment has contributed a lot to government program in arranging routine student tours.

Educational tourism is a program that combines tourism for students with educational contents whether in form of international corporations, inbound-outbound, children tourism, teenager tourism and other educational tourism (Jolliffe, 2016). In educational tourism, there are two parties assisting students, which are teachers and parents. Educational tourism growth is predicted to be positive in the future since it can have a significant impact on simulating society's economic. Moreover, it is can be a medium for students to preserve nature and culture, and introduce Indonesia's moral values.

Most of preschools at Tuban regency independently arrange simple tours for students that causes students for not be able to get maximum benefit from educational tourism. This situation happens that because in the tours that schools arranged, students cannot get attention and comfort as their parents expected. Important decisions regarding arrangement for educational tourism are decided by school committee meetings and driven by parents' largest voting. Therefore, in educational tourism, students are users while parents are decision makers. There are many factors to be considered, and these factors can be different due to demographic, geographic and psychology influences. In regards with those factors, this research will focus and analyze what are factors that determine involved parties to choose of educational tourism services to preschools students at Tuban regency. The research result will be used as reference preschool tour organizers that initiated by the author.

There are several prior researches that investigate educational tourism such as:

Azira (2015) states that there are the most essential factors and things influence educational

tourism destination choice of Indonesian tourists. The research result will be tools to analyze factors that build tourism businesses in Indonesia that still concerning target consumers' characteristics and customers' preferences.

Nurjanah, et al., (2018) investigates that some factors that influence educational content behavior and recreational content behavior to students' eagerness to visit tourist attractions and its impact that will affect the school groups' decision to visit certain tourism objects. The researcher wants to relate this this research with teachers' and parents' wish to fulfill students' needs of recreation and education at the same time via educational tourism.

Hasan, et al., (2012) analyze how combination of marketing, social, cultural and psychological factors give a positive effect on tourists' eagerness in visiting Tidore Island. The author will use this research to narrow down factors which influence decision to arrange tourism trips.

Widjanarko et al., (2014) conduct analysis using second order Confirmatory Factor Analysis to confirm that economic indicators, health, and human resources are affected by poverty. However, not all indicators will have the same impact on subjects because the research subjects have different characteristics.

Theoretical frameworks of this research are shown below:

According to Horner & Swarbrooke (2016), there are two factors which influence tourists' decision making in tourism. The first factor is personal factor that consists of 11 factors. And the second factor is external factor which made of 8 factors.

Consumers' behavior is an action, process, and social relationship that is done by an individual or a group in order to experience or use a product. (Sudaryono, 2014). While eagerness is define as a situation when an individual has not done an action yet and can be used to predict his potential actions (Jahja, 2011).

According to Middleton, Fyall & Morgan (2009), the main components of decision making are stimulus, processes, and responses. Whereas, factors which affect customers' decision are mix marketing, socio-cultural, psychological, and situational factor (Berkowitz, 2004).

There are strong booster factors which determine certain involved parties in deciding purchases such as initiators, influencers, deciders, buyers, and users. Hasan (2011:138).

Methodology

Tuban has 738 preschools and 567 play groups with average 20 students per class. Thus, this research will have parents as sample populations with total number 26,100 people. The researcher will limit the sample with only 100 persons to fill in questionnaires, then count it with Slovin formula with margin error 10 percent. The data gathering process will take around one month from March to April 2019. The samples of this research must fulfil below characteristics:

1. He/she must be 20-40 years old and a parent from a preschool student
2. His/her kids' school must routinely arrange tours every semester
3. His/her kids' school must be located at Tuban, Rengel, Jenu, Kerek, and Jatirogo District

The data of this research will be taken from a questionnaire which consists of 11 statements related to internal factors and 8 statement of external factors that will be measured by Likert scale.

This research is regarded as formative indicator model because it uses statements to determine latent variables. Besides, the research also utilizes Confirmatory Factor Analysis which has a multi-dimensional construct to confirm initial assumptions in relation with latent variables based on theoretical framework in order to decide measurement model. Finally, the author wants to examine whether Horner & Swarbrooke's theory can be applied to research subjects to investigate factors which affect involved parties in choosing educational tourism services.

Table 1 First Order Indicators

Variable	Indicator
	Personal Motivators (i1_2)
	Personality (i3_4)

Internal (i)	Disposable Income (i5_6)
	Health (i7_8)
	Family Commitments (i9_10)
	Work Commitments (i11_12)
	Past Experience (i13_14)
	Hobbies and Interest (i15_16)
	Knowledge of Tourism (i17_18)
	Lifestyle (i19_20)
	Opinions, Perceptions, and Attitudes (i21_22)
External (e)	Available of Tourism Product (e23_24)
	Recommendations from Tourism Organizations (e25_26)
	Informations from Tourism Organizations (e27_28)
	Words of mouth (e29_30)
	Political Restrictions (e31_32)
	Hygiene (e33_34)
	Special Promotions from Tourism Organizations (e35_36)
Climate (e37_38)	

Collected data will be counted by Smart PLS 3.0. PLS is an analysis method that effectively confirm a theory and portray a structural model with reflective and formative indicators.

The research result will be tested for validity through two examinations. The first, the author will test formative indicators using Pearson Correlations validity test, Cronbach’s Alpha reliability test, and hypothesis testing of normative indicators with conditions:

Table 2 Evaluation of Formative Measurement Model

Criteria	Role of Thumb
Signifikansi Weight	>1,65 (significance level = 10 %), >1,96 (significance level = 5 %), >5,58 (significance level = 1 %),
Multicollinearity	<ul style="list-style-type: none"> • VIF < 10 atau < 5 • Tolerance > 0,10 atau > 0,20

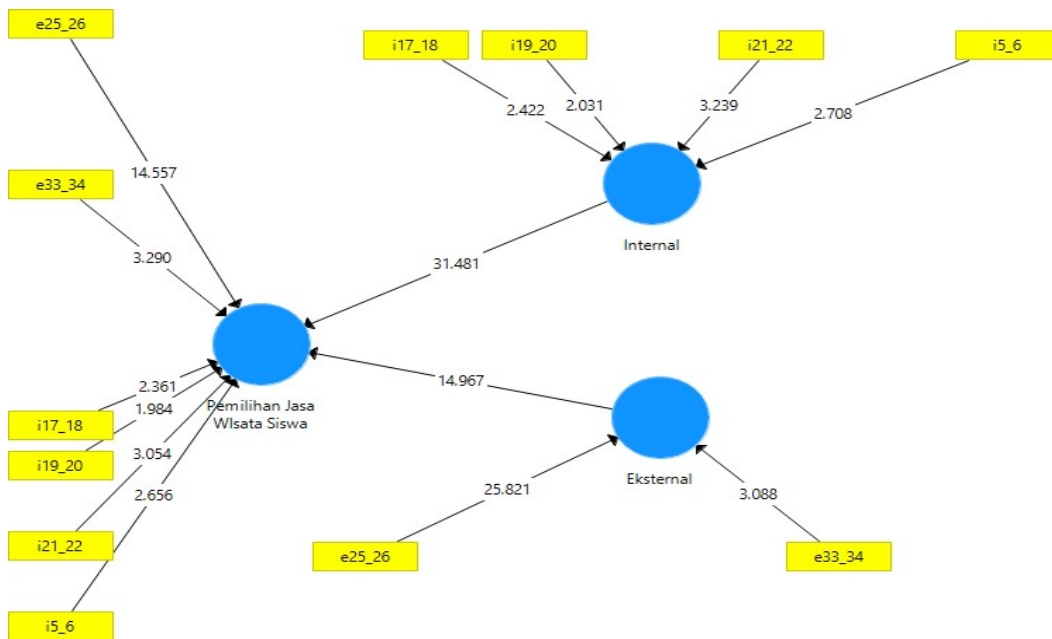
The second test will be done by examining order of formative latent indicators with bootstrapping. If T-statistic value is bigger than 1.96 with Sig. <5 %, then the second order can be measured by first order constructs or the factors of research are confirmed. The second examination will be done with Smart PLS 3.0 by scrutinizing the significance of coefficient path from bootstrapping.

Results

Result of validity test using Pearson Correlations shows that this research data is valid to be examined. The result of Cronbach’s Alpha test indicates that all statements in the questionnaire whether internal and external factors are considered reliable.

Another requirement is multi-collinearity or VIF value cannot be more than 10 and the tolerance > 0.10 to make sure that there is no multi-collinearity so that the data can be proceeded to the next process.

Formative indicator hypothesis of this research will be tested by omitting irrelevant indicators which only get result of T statistics > 1.96 with maximum significance level <0.05 that is shown by below picture:



Path Coefficients

	Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O...	P Values
Eksternal -> Pe...	0.371	0.350	0.025	14.967	0.000
Internal -> Pe...	0.713	0.726	0.023	31.481	0.000

Outer Weights

	Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples	
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O...	P Values
e25_26 -> Ekste...	0.975	0.971	0.038	25.821	0.000
e25_26 -> Pemi...	0.362	0.340	0.025	14.557	0.000
e33_34 -> Ekste...	0.334	0.341	0.108	3.088	0.002
e33_34 -> Pemi...	0.124	0.119	0.038	3.290	0.001
i17_18 -> Inter...	0.334	0.329	0.138	2.422	0.016
i17_18 -> Pemi...	0.238	0.238	0.101	2.361	0.019
i19_20 -> Inter...	0.346	0.351	0.170	2.031	0.043
i19_20 -> Pemi...	0.246	0.254	0.124	1.984	0.048
i21_22 -> Inter...	0.487	0.465	0.150	3.239	0.001
i21_22 -> Pemi...	0.347	0.338	0.114	3.054	0.002
i5_6 -> Internal	0.315	0.309	0.116	2.708	0.007
i5_6 -> Pemi...	0.225	0.224	0.085	2.656	0.008

Factors that enter into the construct model can be seen in the following table below:

Table 3 Selected Indicators

Variable	Indicator
Internal (i)	Disposable Income (i5_i6)
	Knowledge of Tourism (i17_18)
	Lifestyle (i19_20)
	Opinions, Perceptions, and Attitudes (i21_22)
Eksternal (e)	Recommendations from Tourism Organizations (e25_e26)
	Hygiene (e33_e34)

Discussion

The purpose of this study is to determine the internal and external influencing factors of the selection of educational tourism services for Preschool-aged children in Tuban Regency referring to the theory of Horner & Swarbrooke that is applied to research subjects. Whereas from 11 internal factors, there are 4 significant influencing factors, namely the disposable income, knowledge of tourism, lifestyle, and opinions, perceptions, and attitudes. And from 8 external factors, there are 2 significant influencing factors, namely recommendations from tourism organizations and hygiene.

The results of this research can be used as references for designing an educational tourism business that the researcher proposed which is Preschool Tour Organizer located at Tuban regency. Below are the elaborations of chosen factors from this research:

1. Disposable Income

- Tour organizers should give customization package options that can suit customers' income and needs.
- Tour organizers should cooperate with schools to create saving programs for future trips so that parents would not be burdened to make a full payment every school trip.

2. Knowledge of Tourism

- Tour organizers should directly help schools by conveying detail direct information from parents regarding their suggestions about educational tourism as references to design new products.

3. Lilestyle

- Tour organizers must educate schools and parents that tourism is one of essential needs to help students release stress.
- Tour organizers should routinely give information to customers through interesting marketing tools such as brochures, stickers, or direct presentations.

4. Opinions, Perceptions, and Attitudes

- Tour organizers should convince that their programs are different than competitors by emphasizing on educational contents, comfort for children, and other benefits to get customers' satisfaction and loyalty.

5. Recommendations from Tourism Organizations

- Tour organizers should utilize technology to get direct communication with customers in terms of making reservations and handling complains. Also, tour organizer can leverage technology to market their products via social media.
- Tour organizers should provide good recommendations to form trust from parents such as customers' testimony.

6. Hygiene

- Tour organizers should use new vehicles and always ensure their cleanliness.

- Tour organizers should choose tourist attractions that have restaurants or cafeterias, rest areas, sinks, toilets, and trash cans.

Lack of responses from customers and community toward educational tourism makes these strategies cannot be implemented in short time, therefore there are some alternatives that can be opted, they are:

1. Tour organizers can offer corporation with authorities in education fields so they can bid themselves as vendors to arrange educational tourism with Schools in Tuban, with contract systems.
2. Tour organizers can collaborate with big companies to offer educational tourism as their CSR programs to Tuban district society.

There are several limitations of this study:

1. Samples are only taken from 5 sub-districts which around 25% from total 20 sub-districts that are spread of sub-districts randomly picked by the research. The researcher should choose equal spread sub-districts in order to give more representative result as Tuban districts consists of two demographical areas which are mountain and seashore areas. Geographic differences can contribute to different input and reference to the study.
2. There is a chance that respondents' answer can be potentially the same due to communication among participants during questionnaire filling process. Respondents of this research did not understand some questions on the questionnaire so they asked and communicated with other respondents while filling the questionnaire and it could cause them to copy other respondents' answer. This problem occurred because respondents were lack of experience in filling questionnaires or even never filling in a questionnaire before.

There are some suggestions that other researchers can use in future research:

1. Future research can utilize the same model with different research object and add other variables that are not tested in this research. For example the future research can apply other tourism theoretical frameworks about what factors that influence decision to arrange tourism by using more detailed and elaborated statements to validate and improve the theoretical framework and the empirical implication of research model. As research using this model increase, the references and validity supports also improve.
2. Future research can be done by using the same variables but applying a different research approach and model. For instance, data processing, research model and measurement of future research could use qualitative approach for obtaining in depth analysis which can be used as comparison and enrich field of the study.

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