

Model of Consumer Behavior in Buying Souvenirs in Tourism Area

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ABSTRACT

The purpose of this study is to examine and explain the effect of: a) souvenirs store image on consumer value and buying decision process, b) reference group on consumer value and buying decision process, c) consumer resources on consumer value and buying decision process, and d) consumer value on buying decision process. The collected data were analyzed using Generalized Structured Component Analysis (GSCA). The result reveals that: a) souvenirs store image has a significant effect on consumer value and buying decision process, b) reference group has no significant effect on consumer value, but has a significant effect on buying decision process, c) consumer resources has significant effect on consumer value but has no significant effect on buying decision process, and d) consumer value has significant effect on buying decision process. Therefore, it can be stated that model of consumer behavior in buying souvenirs in tourism area of Malang Raya consists of souvenir store image, reference group, and consumer resources as exogenous variables; while consumer value and buying decision process as endogenous variables.

Keyword: store image, reference group, consumer resources, consumer value, buying decision process

1. INTRODUCTION

The development of consumer behavior today is very dynamic which is influenced by the interaction between the individual and the surrounding community and in line with the technological environment changes. Interaction between individuals and environmental changes can determine consumer thinking about what to buy, when to buy, how and where to buy (Oghojaforet et al., 2012). Consumers are becoming more sensitive and conservative, consumers are trying to identify their needs and strive to meet their needs by searching, buying, using, evaluating and spending products (Schiffman and Kanuk, 2008).

A consumer sometimes express their needs, however there are needs and desires of consumers are not disclosed so that consumer behavior needs to be studied in depth. According to the Dasar et al. (2013), to understand consumer behavior is quite important in achieving efficiency and effectiveness of marketing management, because every individual consumers have different behavior with other consumers. Differences in consumer behavior, is caused by differences in the events that caused it. According to Skinner, there are three basic assumptions related to behavioral differences: first, the behavior is lawful which means that behavior follows certain laws, in which certain events may connect to other events. Second, the behavior can be predicted, and third that the behavior can be controlled, where the success controls the behavior in which this becomes evidence of the truth of a theory (Alwisol, 2009).

On the other hand, globalization of world trade resulted in rapid changes in the business environment, including in the retail business, which is a service industry by providing important services to consumers, making the product with high availability whenever and wherever consumers want (Oghojaforet et al., 2012). The development of retail business, resulting in competition in attracting consumers so that consumers become the focus of retailer especially because the consumer buying behavior varies greatly.

Consumer behavior research has been done since about fifty years ago. It shows that consumer behavior research is very important because consumer behavior varies (Dasar et al., 2013) Various consumer behavior can be known from studies in buying decision process of an individual consumer (Solomon, 2006). Several studies have examined factors influencing buying decision such as product quality and price can be used to develop issues on customer value and store image which may influence the buying decision process (Lin and Liao, 2012). Social interaction of consumers with the group also can provide influence on the product, approvals, as well as references in the purchasing decision. Reference group is a social group that can demonstrate a positive effect or a negative influence on consumer buying behavior (Solomon et al., 2006). Research results on the influence of reference groups stated that reference group has a significant influence on consumer value (Orth and Kahle, 2008). It also discovered a study that reflect consumer behavior in meeting the needs of individual to one another varies among influenced by the resource consumer. Consumer resources are core elements that demonstrate the ability to meet the needs and desires of consumers (Sánchez et al., 2006).

The object of this research is consumers of souvenirs stores in Malang area including Batu Tourism Area in East Java, Indonesia. Malang is a tourist resort area that grew rapidly and became prominent in East Java and will potentially and continuously grow as a promising tourist attraction area (Kedeputian Kesejahteraan Rakyat, 2012). This situation will certainly trigger the tourism industry including hospitality industry, business travel, catering, tour guide, and souvenirs industry.

Sightseeing trip would not be complete without buying souvenirs from the areas visited as evidence of travelling experience (Wilkins, 2009). Souvenirs are important components of the travel experience, in which most tourists brings souvenirs as memento and purchased as evidence after a sight seeing trip, some tourists buy souvenirs for gifts to themselves or friends and families. This study evaluates the effect of souvenirs store image, reference group, consumer resources on consumer value, and buying decision process.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Souvenir Store Image

Store image as a key driver to consumer in selecting store for shopping. Store image is considered very important if retailers want to attract and retain more customers because consumer perceptions of stores affect consumer behavior, such as choosing the store to visit, how often they shop in the store, how much time spent in the store (Chang and Luan, 2010). Store image has a very significant role for consumers when the information search phase in the purchasing decision, because the store image is what is thought by consumers about the attributes of a store.

Store image can be measured in several dimensions that reflect the characteristics of the retail store. According to Kotler and Armstrong(2008), dimensions of store image can be classified in to several types, namely: based on its characteristics, number of service offered, the product line width, relative set prices, and organised retail store. Before deciding where to buy a product, consumer will determine in which store to shop.

Consumers will visit the store which has certain characteristics. Timothy(2005) argues that the characteristics of the retail store which become a destination to visit when travelling are 1) popular place with special products, 2) famous and strategic place, 3) store that in current discussion, 4) stores that hold certain events, and 5) store in the well-known shopping center. These characteristics may affect the reputation of the store, because store characteristics come into consideration in determining store destination for shopping souvenirs. In general, the dimensions of store image commonly studied are product merchandise, services provided, the buyers, physical facilities, promotions, comfort and atmosphere of the store (Kusumowidagdo, 2010).

2.2. Reference Group

A group is defined as two or more people who share a common set of norms, values, or beliefs and to have a certain relationship to each other implicitly or explicitly so that they are mutually depend on each other(Hawkins and Mothersbaugh, 2010). Solomonetal. (2006) argued that a reference group is an actual or imaginary individual or group that has significant relevance to the evaluation of individuals, aspiration, or behavior.

Reference group can influence their members of the group either directly or indirectly. According to Kotler and Keller(2012), all groups that have a direct effect(face to face) is membership group, some of these groups is a primary group such as family, friends, neighbors, and coworkers. Indirect group that influence the attitudes or behavior of someone is called secondary group such as religious, professional, and trade union groups. There are also customers are influenced by people who make contact. Schiffman and Kanuk(2008) gives five examples of cross-type group that influence the attitudes and behavior of consumers, namely; 1) friendship group, 2) shopping group, 3) working group, 4) virtual community group, 5) consumer action groups.

Reference group influences the behavior of the group to use the product category, use product type, or brand used. There are two possible responses of influenced consumer groups, namely the possibility to approve or reject. According to Hawkins and Mothersbaugh(2010), there are some characteristics and determinants of the influence of the reference group, 1) Influence of reference groups will be strong when wearing or showing the product to their group. 2) The effect of the reference group will have a strong influence when purchase the product in larger numbers.3) In general, the more a person's commitment to the group, the more it will follow the behavior of the group. 4) The relevant functions of a reference group in the activities of the group, the stronger the influence on the group.5) The last factor that affects the strength of the reference group is the level of confidence to the group of individuals in purchasing situation.

2.3. Consumer Resources

Consumers have various relationships with one another to influence the behavior of the elements relevant to the choice of purchasing goods and services as well as retail stores (Kotler and Amrstrong, 2008). In connection with the product purchasing behavior, each consumer has the resources and is present in every activity that involves the purchase. In buying products needed, consumers utilize the available resources, namely time, money and effort (Schiffman and Kanuk(2010).

The implementation of three consumers resources disclosed by Akbar(2013) is to illustrate that retail stores that provide a wide range of products tend to do better than the various stores that provide little or narrow products, as it offers a wide range of products and complete help alleviate consumers in searching products needed in a short time and can save money on the cost of a trip.

2.4. Consumer Value

Consumers are people who identify their need or desire, looking for products to meet their needs, buy and consume the product to meet their needs (Noel, 2009). Consumers are people who consume and decide what products to buy in accordance to their needs, preferences and purchasing power (Khan, 2006).

In purchasing, consumers consider product benefit or product value in accordance with the needs of consumers. Conventionally, a product means something else instead of money, or other items deemed to have value. Consumers' feelings when looking at the product is every thing is tangible and intangible as well as

useful, in which a person obtained through an exchange with the aim to meet the needs. At the level of the international market the consumer will receive a product that contributes in total value (Kotler and Keller, 2012).

2.5. *Buying Decision Process*

The main part of consumer buying behavior is consumer buying decision process. The buying decisions process of are made considerations related to the purchase of the desired products, then determine the choice of product and decide to buy or should not buy(Noel, 2009). Consumer purchasing decisions process is through several stages. According to Prideetal. (2012), purchasing decision process consists of five stages, starting from the identifying problems before the actual purchase, followed by information search and evaluation of alternatives, then make purchasing decision and at this stage the process is not complete yet, but the process continue to after purchasing process.

According to Kotler and Keller(2012), five stages model of the purchasing decision process is one of the theories about the customer purchase decision that was developed in the careful and gradual planning, but consumers do not always go through the five stages in a product purchase decision process as a whole, consumer may skip or flipping several stages. The process of purchasing decisions for each consumer may vary from one situation to next decision situation.

Buying decision is caused by factors influencing consumers to buy. Factors to be considered in consumer buying decision are rational and emotional considerations. Rational consideration is based on the facts such as the attributes shown by the products and attributes reflected by the shopping place (Dharmmesta and Handoko, 2012). Emotional consideration is influenced by individual emotion related to individual feelings or past experiences(Utami, 2014). Emotional consideration refers to consumers whose buying decision is based on subjective criteria and internal factors that exist with in consumers.

2.6. *Store Image and Consumer Value*

The store image is a part of marketing strategy of retail stores in giving the impression to the consumer about all the attributes associated with the store (Hawkins and Mothersbaugh, 2010). Marketers build the image of the store with the aim of helping consumers to find common types of products offered, how to bid and what is different from the competitors. In general, having the retailers exist may affect consumer shopping activity more efficiently. According to Levy and Weitz(2012) retailers in store image creation activitiesinclude;1) provides a wide range of goods and services, 2) offer products according to customer consumption activities, 3) have a product inventory, so product is always available when the consumer wants, 4) retailers provide services that enable customers to buy and use.

Marketers are trying to strengthen the store image because they understand consumer value that keeps changing (Hoyer and Maclnnis, 2010). This is consistent with the view that the consumer value is a collection of benefits that consumers expect from a market supply caused by the seen products, services, personnel and store image (Kotler and Keller, 2012). Several previous studies explained that store image has influence on consumer value. Store image is formed by the dimensions that give meaning to consumers, so that consumers get the overview of required product and a selected shop as required. Based on this description, hypothes is one can be developed as the following:

Hypothesis1: Store image has significant effect on consumer value.

2.7. *Store Image and Buying Decision Process*

Purchasing situation is now faced with various alternatives of what to buy, where to buy, when to buy and how to buy it. These actions show that consumers are at the decision-making situation. Stages of the buying decision process is done by developing a plan which will vary from one situation to other situations (Kotler and Keller, 2012). Consumers stimulant in purchasing are diverse, consumers think that shopping at a particular retail store might give them the whole needs, because the stores offering products and store image is considered to be important in the decision process (Peter and Olson, 2010). Retailers affect consumer behavior in the short term through ongoing marketing activities, while in the long term with the challenges faced in the form of new technological developments, as well as the free market, retailers will also have some bearing on the consumer and purchasing behavior. Instead, consumers are constantly influencing retailers through changing preferences and expectations, therefore the retailer's image can be used as a bargaining power to influence the consumer purchasing decision process. Based on this description, hypothesis two can be developed as the following:

Hypothesis 2: Store image has significant effect on buying decision process.

2.8. Reference Group and Consumer Value

According to Schiffman and Kanuk (2008), the concept of reference groups provide a valuable perspective to influence others on consumer trust, values, and behavior on consumption. There are two influences of the reference group on consumer value, which are: (1) normative reference group, which influence the development of value or specified consumption behavior in general or broad, such as children and kin; (2) comparative reference group, which affect the expression of particular consumer attitudes and behavior. For example, families who live nearby and have amazing lifestyle and deserves to be emulated. According to Peter and Olson (2010), the influence of reference group can use three forms: information, normative, and identification. Effect of information occurs when an individual uses the behavior and opinion of the group members as reference information. Normative influences, sometimes referred to as a utilitarian effect, occur when an individual meets the expectations of the group to get a direct reward or to avoid sanctions. Effect of identification, occurs when the value of the individual has internalized the values and norms of the group. Individuals then have accepted values as the value of his own group. Individuals behave as a reference group for the values of the group is same as the values of themselves.

Kotler and Armstrong (2008), argued that a person who is in a shopping group, because of their special expertise, knowledge, personality, or other characteristics would have social influence on other members. Some experts call the 10% of Americans as consumers' leader which can influence the moving trend, influence public opinion, and most importantly a lot of products purchased by groups such expenditure. Based on this description, hypothesis three can be developed as the following:
Hypothesis 3: Reference group has significant effect on consumer value.

2.9. Reference Group and Buying Decision Process

A marketing perspective, said the reference group is the group that is considered as a frame of reference for individuals in the decision-making process of their purchase or consumption. While, context of consumer behavior perceived the concept of reference group is a very important idea, because of the involvement and group memberships affect consumer actions, which affect the decision-making process of purchasing, shopping activities, and real consumption (Schiffman and Kanuk, 2008).

The consumers when shopping or have to make a complex choice in shopping, they usually use decision process stages, first is filtering some available alternatives and then comparing the group consideration of the group. According to Ybarraetal. (2012), the benefit of shopping group relationships are: 1) provide benefits around the secure feeling in purchasing, 2) assist in selecting easily the product diversity and as a guide on new products or services, products related to image or because of lack of information on the attributes.

Schiffman and Kanuk(2008) describes the effect of a reference group has the power to encourage conformity consumer group behavior in purchasing activity by doing the following things: 1) tells or getting people aware of the existence of a particular product. 2) provide opportunities for individuals to compare their own thoughts with the attitude and behavior of the group. 3) influence individuals to take a stand and behavior in accordance with thenorms of the group. 4) justify the decision to use the same products with the group. 5) most consumers are looking for other people's opinion to reduce the searching effort and the evaluation or uncertainty, when the risk is expected to increase in the purchasing decision. Based on this description, hypothesis four can be developed as the following:

Hypothesis4: Reference group has significant effect on buying decision process.

2.10. Consumer Resources and Consumer Value

Exchange activities undertaken to meet the needs of consumers are generally based on available resources. The availability of resources of each consumer is different and has its limitations, it is necessary to carefully allocated in shopping activities(Sánchez and Iniesta, 2006). Unlimited consumer wants compare to owned resources, so according to Kotler and Armstrong(2008), the benefits of the products purchased must be able to provide additional value to the consumer. Based on this description, hypothesis five can be developed as the following:

Hypothesis5: Consumer resources have significant effect on consumer value.

2.11. Consumer Resource and Buying Decision Process

One of the factors that influence the buying decision process is consumer resources. According to Prideetal. (2012) consumer purchasing behavior is also influenced by the ability to purchase or resources possessed. According to Hoyer and Maclnn is(2010), time resources can affect the consumers to process

information, make decisions, and perform certain behaviors. Consumers with limited time availability, their involvement in processing information in buying process will be limited as well. While, consumers with more time resources will have more time in considering buying decisions and will be more creative in thinking their consumption. Based on this description, hypothesis six can be developed as the following:

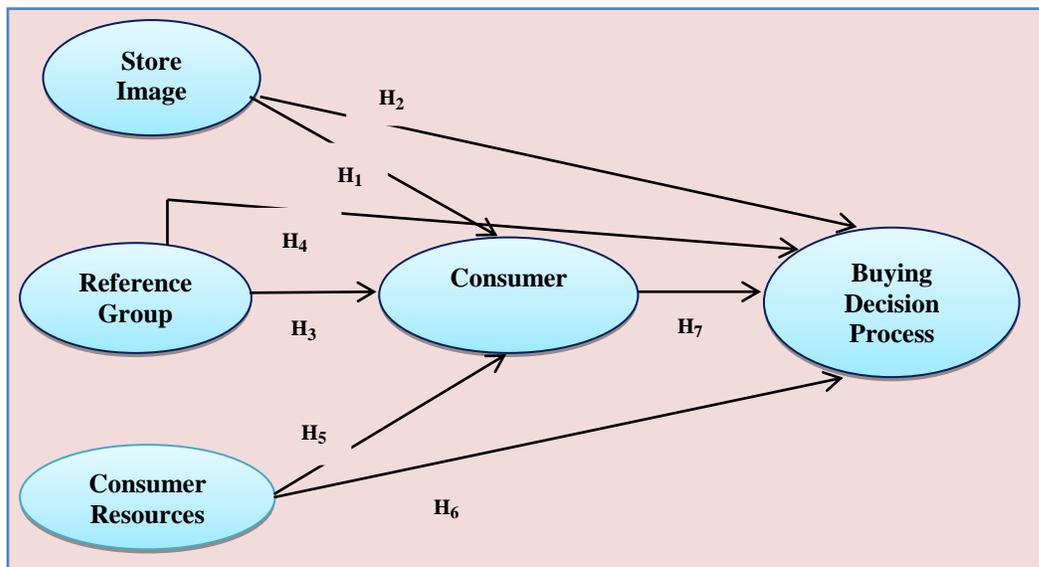
Hypothesis6: Consumer resources has significant effect on buying decision process

2.12. Consumer Value and Buying Decision Process

Recent research result shows that there is a positive correlation between the consumers perceived value to the consumer buying decision process, because consumers value is understood that the value will assist in finding alternative choice in accordance with customer expectations. Buying decisions happen on the assumption of consumers has evaluated the advantages and disadvantages of values perceived within the consumer(Lin and Liao, 2012). Many factors influence consumer buying decision process, each factor has characteristics that affect the perceived values of consumers and in the end decided to buy. Therefore, Peter and Olson(2010) argued that the core consumer value is the major influence on buying decisions. Based on this description, hypothesis seven can be developed as the following:

Hypothesis7: Customer Value has significant effect on buying decision process.

Developing model of consumer behavior in purchasing souvenirs products is reflected in the hypothetical research model which consistof5(five) variables, namely3(three) exogenous variables consist of store image, reference group, consumer resources and two (2) endogenous variables of consumers value, buying decision process. Research model and research hypothesis is reflected in the diagram below.



3. METHODS

This study is aimed to examine the significant effect of store image on and consumer value, significant effect of store image on buying decision process, significant effect of reference group on consumer value, significant effect of reference group and buying decision process, significant effect of consumer resource on consumer value, significant effect of consumer resource on buying decision process, significant effect of consumer value on buying decision process.

The research population is consumers souvenirs stores in Malang with unit of analysis is the consumers who buy souvenir products. Sampling technique is done with two-stage sampling, the first stage is determining as elected souvenir shop with area sampling techniques based on criteria and the second stage is determining the selected respondents with accidental sampling technique. Selected store location is the central of souvenir shop located on the main road to tourism area in Malang City, Batu Tourism Area. Research instrument used are questionnaire distributed to 156respondentswhohave done souvenir purchasing. Measurement scale used is Likert scale ranging a score of 1to 5.

The analysis technique used is Structural Equation Modeling (SEM) with the method of Generalized Structured Component Analysis(GSCA). The result of hypothesis testing refers to the value of estimate path coefficients and value of Critical Ratio (CR) with an error rate of 5%(0.05). The table below shows the results of hypothesis testing of the influence between variables.

Tabel: The Influence Coefficient and Hypothesis Testing

Hypothesis	Influence of variables		Path Coefficients			Intrepretation
			Estimate	SE	CR	
H1	Store Image	Consumer Value	0.434	0.062	7.04*	supporoted
H2	Store Image	Buying Decision Process	0.380	0.080	4.75*	supporoted
H3	Reference Group	Consumer Value	0.006	0.073	0.08	not supported
H4	Reference Group	Buying Decision Process	0.180	0.086	2.09*	supporoted
H5	Consumer Resources	Consumer Value	0.358	0.077	4.67*	supporoted
H6	Consumer Resources	Buying Decision Process	0.118	0.074	1.6	not supported
H7	Consumer Value	Buying Decision Process	0.191	0.080	2.38*	supporoted

* = significant at .05 level

4. RESULT AND DISCUSSION

The discussion on influences between the variables refers to the results of hypothesis testing. Results of hypothesis testing indicate that five hypotheses have significant effects and two hypotheses have no significant effect. The influence between the variables can be described as follows:

4.1. The Effect of Store Image on Consumer Value

Consumers are willing to visit the store not only because they requires the desired product and the price offered, but consumers also have other values such as services, stores physical environment, and the ambiance of the store so that consumers choose the store to shop (Kotler, 2005). Consumers experiences in shopping will give the impression to the store image, so consumers will put a top choice for the store. Store image is the perception of consumers about all of the attributes associated with the store (Hawkins and Mothersbaugh2010). Positive store image in the eyes of consumers becomes important to visit for buying their needs, because the image of the store has the attributes that can serve as a spur to consumer appeal for purchasing. Products bought by consumers certainly give the advantage or have values in accordance with customer expectations.

The result of hypothesis testing showed that store image has positive and significant effect on consumer value. This findings reflects the better consumer perceptions on store image attributes, the better consumer value to store image. Peter and Olson(2010) argued attributes that make up the store image is considered as a stimulants to store captured by the senses of consumers so as to form consumer values. Consumers can see the store image based on store attributes, whether it has advantages or not. Kotler and Keller(2012) states consumer value is a set of consumer expected benefits from market offerings due to attributes store image seen by consumers senses.

The research results extend previous research of Lin and Liao(2012) which used three variables consisted of store image as exogenous variable, product perceived value as mediating variable, and consumer purchase as an endogenous variable. His findings show that store image has a significant effect on the product value perceived by consumer. More specific previous research conducted by Beristain and Zorrilla(2011) is to test the theory brand equity, the results show that theory of brand equity has significant effect on consumer value.

4.2. *The Effect of Store Image on Buying Decision Process*

A shop can be regarded as sellers who are concerned with the consumer, when creating a good relationship with the consumer. A good relationship between the store and consumer is a key to achieving a mutually beneficial relationship; therefore, the right moment for making relationship is through the media of store image to attract buyers. Hoyer and MacInnis(2010) said the store image is very valuable to marketers as it contributes to company's profit, while to the consumer, store image provides all the knowledge of all things offered by marketers, translating and connecting with consumers needs so as to facilitate the consumer in determining the buying.

The result of hypothesis testing showed that store image has positive and significant effect on buying decision process. By looking at store image, consumers are motivated to make decision for buying. Peter and Olson (2010) mentions that store image is considered important in consumer behavior because it can affect the buying decision process. Theory Chang and Luan (2010) states that store image is considered very important because consumers' perception on store image will affect consumer behavior in purchasing decisions. This findings are consistent with several previous studies that show store image has significant influence on buying decision process (Hassan et al., 2010; Nurendah and Mulyana, 2012; Lin and Liao (2012). The research results of Nurendah and Mulyana (2012) indicates that store image affect the buying decision process in Giant Botanical Square of Bogor. The research results of Lin and Liao (2012) more specifically indicates that the stronger the store image, the higher buying intention of consumer.

4.3. *The Effect of Reference Group on Consumer Value*

Reference group plays an important role in product selection, provides standard individual behavior and can provide information about product selection. This reference group serves as a reference for consumers in purchasing. Reference from a reference group provides certain standards which may affect directly or indirectly to consumers. Reference group directly provide information through conversation and indirectly through observation (Levy and Weitz, 2012). A consumer may become part of a group that has same goal. A group involving one or more people who are used as reference in shaping consumer perceptions and buying behavior is called the reference group and usually consist of friends, relatives, family, peers collection, a collection of society, consumers group and other group (Dharmmesta and Handoko, 2012).

The result of this research indicates that reference group has positive and not significant effect on consumer value. The result show that the stronger reference group effects, the lower value of consumer perception. Based on observations and reality, it is known that consumers visiting souvenir shops are not alone, they are with family, friends and groups of other people. Based on respondents' description, advice from a reference group is responded differently. Consumers response to family and reference group suggestions is classified as medium criteria, while advice from friends is classified as high category as the advice given by friends in the high category. Consumers perceive values suggested by friends is the most important reference because the information given is highly relevant. Kotler (2005) said that reference groups are the groups that affect directly or indirectly to the values of consumers in buying process. Schiffman and Kanuk (2010) said that reference group refers to the person or group who are perceived as the basis of comparison or reference for someone in shaping consumer values. A marketing perspective, a group can influence the behavior of its members, the group may become a reference that gives standard and would affect consumers' value in the purchasing..

This research results contradict with research result of Orth and Kahle(2008) who showed that individuals will buy more if affected by reference group. Several previous studies described have differences with these results, but there is economist point of view stated that self choice is more important than the choice of a reference group. Ybarraetal. (2012) argued that shopping in groups are not always beneficial and does not necessarily correspond to the expectations of the consumers themselves, wither as on are; 1) group made only a minor contribution, 2) those who do not rely so much on other people, 3) people who have a strong conceptual to decide for themselves, and4) selecting attribute is based on self perceived values and in accordance to their own wishes.

Based on the description that reference group may affect consumer value, depending on the approach used, how interest the group to group's aspirations, affected group's goals and products to be purchased. Results of this study indicate that the reference group has not significant effect on consumer value by reason of products purchased are souvenir products and excluding high-risk products and inexpensive products as souvenir product is in middle category.

4.4. *The Effect of Reference Group on Buying Decision Process*

Formation of buying behavior can be influenced by the group in its environment, the group has the power to encourage conformity of group's members behavior to their group which is known as reference group. Kotler (2005) states that the reference group is a group that provides direct or indirect influence to consumer behavior in purchasing decisions. Solomon(2006) gives the view that the reference group is an actual individual or group that has significant relevance to the behavior of purchasing decision. Opinion of Schiffman and Kanuk(2010) is that reference group is any person or group that is regarded as a basic reference in shaping attitudes and buying behavior.

The result of the analysis showed that the reference group has significant effect on buying decision process. Results of this study indicate that the stronger suggestions of the reference group, the stronger the group members make purchasing decision. This research is in accordance with the opinion of Hawkins and Mothersbaugh(2010) about the influence of reference group on t decisions which can be seen from the strength of reference group effect which is determined by: 1) when reference groups are seen wearing the product, 2) the level of influence will be stronger if the reference group buy more product, 3) the more committed someone to the group, the more committed the group following the group behavior, and the more relevant reference group the stronger reference group will influence the group.

Schiffman and Kanuk(2008) argued that reference group influence their members by informing group members about the product, providing opportunity to group members to compare their behavior with reference group behavior, influencing group member to behave in accordance with their group, justifying decision to wear the same products within the group, and most members are looking for a group opinion to reduce searching effort in increased purchasing decision.

This research results extend and confirm the research results of Lin and Chan(2009). Lin and Chan(2009) used reference group as a moderating variable between variable buying intention and buying decision process. The higher the influence of reference group information, the greater the influence of moderation between buying intention and buying decision process. Ybarraetal. (2012) explored consumer behavior that are in a secure social base environment, the results showed that reference group has significant effect on buying decision process.

Based on previous studies described earlier, there are differences in results where differences are caused by approach used in influencing the group member and the conceptual model of reference group. This research on souvenir product in Malang Area is using direct effect approach to reference group and in conceptual model reference group as exogenous variable, so that the results showed there is influence between reference group and buying decision process.

4.5. *The Effect of Consumer Resource on Consumer Value*

Consumer is someone who is trying to meet unlimited needs. One way to fulfill their need is by purchasing product. Consumer buying behavior requires support from its resources. Consumers perceive product differently, depending on available resources of consumers to purchase such products because consumer resource is resource to be used in purchasing the required products(Schiffmant and Kanuk, 2010). Consumer resources used in purchasing activities include time availability which represent consumer behavior in spending time on shopping activity. Money resources is fund owned and used to buy souvenirs products. Effort resources are used to search for selected product required (Schiffmant and Kanuk, 2010; Hermanth and Shurthi, 2013).

The results of hypothesis testing showed that consumer resource has positive and significant effect on consumer value. This result reflects that higher consumer resource capacity, the higher consumer value perception to souvenir product criteria. Hoyer and Maclnnis (2010) stated that consumer resources will affect he consumer perceived value criteria. Kotler and Armstrong(2008) stated that resource capacity owned by the consumers will demand benefit of products purchased, so as to provide additional value to the consumer.

This research result reflects that resources owned by consumer can influence consumer ratings on souvenir products Malang Area. Khan(2006) mentioned time is consumer resources distributed evenly on every one but utilized differently. Some people decided to use time in accordance with their interests, some others use time by plan. Hawkins and Mothersbaugh(2010) stated that definition of time may vary, some people use time with minutes counting and some other people use longer time. Effort resources describe the focus of attention on processing information and allocating attention.

Results of previous studies have not been found, so this research result can be seen from the description of respondents indicating that resource of souvenir product consumer in Malang Area is included in medium criteria. Effort resources used to find the products have higher criteria than time and money resources. The more consumer attention focused in getting product, the better perceived product obtained. The ability of effort resource is supported by the arrangement of goods shelves and display of goods that give consumers the ease of finding items as expected, so that there is influence of consumer resource on consumer values at center of souvenir store in Malang Area.

Result of this study is reflected by time to know, seek, select and get the required product is not long and not too short. Organized and neat shelves which display classified goods by type may facilitate consumer to select and find the required product. Consumers utilize money resources by making a plan in advance, meaning that consumers shop as much money they prepared. Consumer perceived that effort to find needed product is a meaningful consumer resource. Consumers have limited time and money, therefore effort finding product become important as consumer resources.

4.6. The Effect of Consumer Resource on Buying Decision Process

Ability of consumer resources and spending patterns to determine consumption are different for consumers. Determining products to buy are generally adjusted consumer behavior and resources. As stated by Prideetal. (2012), consumer purchase behavior is influenced by ability to buy or referred to resources owned by consumer. The result of hypothesis testing indicates that consumer resources has no significant effect on consumer buying decision process. Results of this study are not in accordance with the opinion of Hemanth and Shruthi(2013) that buying decision process relates to how consumers spend time, money and effort resource to various consumption.

The research results showed no significant effect between consumer resource and buying decision process, when linked to results of descriptive analysis, respondents' responses are rational considerations. It indicates that resources owned is utilized mainly for economic-based buying decision process that is to find information objectively about the product to be purchased and so make a purchasing plan before hand, hence consumer resource were not necessarily spent for buying souvenir products. Rational considerations reflect that consumer can control their resources to meet their needs.

Results of this study when is linked with a description of respondent occupation, it indicates that the majority of consumers are students with ages of 20-24 years. Students as consumers would have money resources as they receive pocket money from their parents, so the buying decision process is more rational. According Dharmmesta and Handoko(2012), rational consumers normally be have with consideration based on facts.

Previous studies related to the effect of consumer resource and buying decision process has not been found, but Akbar(2013) describes the implications of consumer resource are seen in merchandise products sold in stores. Merchandise products provided in stores are very diverse and complete, this will relieve consumers in searching effort for the required products within a short time and cost-saving for a trip. Therefore the results of hypothesis testing showed consumer resource has positive but not significant effect on buying decision process.

4.7. The Effect of Consumer Value on Buying Decision Process

Before making a purchase, consumer make a selection of the desired product. Purchasing products by consumers is through considerations to determine product option and decide product to be purchased, which this is referred as buying decision process (Noel, 2009). Product selection is done by identifying the necessary need and desire. Consumer behavior such as identifying needs, looking for needs, determining needs and finally deciding needs to be purchased are in consumer buying decision process(Schiffman and Kanuk, 2008). Today, purchasing situation is always faced by option. The consumer selected products are high value product which is basically beneficial, fully function product, expected product, or product exceeded expectation, and product will adjust to future changes (Kolter andKeller, 2012).

Hypothesis testing results indicate that consumers value has positive and significant effect on buying decision process. These results reflect the higher benefits of the product in consumers' mind, the more willingness of consumers in buying decision process. This means that products offered will be purchased by consumers if retailers have the benefit of and in accordance with customer expectations. The benefit of needed products and desired expectations reflects the values perceived by consumer. Peter and Olson(2010)

argues that the core consumer value is key element related to knowledge of one's own behavior, so that the core consumer value has a major influence on behavior in consumer buying decision process.

Result of this research is reflected through the attributes of souvenir store image which consumer perceived as high benefits and expectations. Consumer perceptions on the value of the ease of entry and exit the site, and parking vehicle are the highest benefits and expectation. Consumer perception on the highest reference group suggestion is suggestion from friends, as it is more suitable in determining buying selection. Consumer perception on effort ability to search and to find souvenir product is perceived as the best resource compare to time and money resources because it is the most suitable to benefit and consumer expectations.

The results also were indicated by consumers in buying decision process that uses rational and emotional considerations. Both considerations are in high criteria. Consumers in rational consideration process based on economic reality relate to products, price, time and service. Rational consideration is done by searching information from reference group and make a purchasing plan. Consumers in the process of emotional considerations are driven by the product display based on product type, attractive shelves arrangement, and pleasant store atmosphere. Elements supporting the store have impact on consumers' emotion. Emotional condition may increase or decrease the purchasing process. Consumers' emotions will create two dominant situation, which evokes pleasant feelings that arise from psychological set or sudden desires (Cheng et al., 2009). There are also consumers whose purchase affected by shop atmosphere and conditions created by marketers, so that their willingness and decision to purchase arise whenever when they are interested in displayed goods, or so-called impulse purchases.

This research results expand the research of Wahyuningsih(2012) which examined 135 tourists by using SEM analysis and the results indicated that perceived value by consumer have positive and significant effect on buying behavior. Some previous research findings showed that there is influence between consumer value and consumer behavior. Research results of souvenir consumer in Souvenir Centre Of Malang Area also show that there is influence in consumer value measured using benefits and expectation against buying decision process.

5. CONCLUSION

Based on the research findings and discussion, it can be stated some research conclusions as follows;

1. Store image has positive and significant effect on consumer value. It reflects that if retailers of souvenirs can improve the store image, the consumer perceived value will increase. The study result provides empirical evidence and to support theory of store image presented by Kotler and Keller(2012) that is consumer value is a collection of benefits expected by consumers from a market supply caused by store image. Provide empirical evidence and support the theory of Hoyer and MacInnis(2010) stating that marketer tries to strengthen store image because of understanding the consumer value change continuously. Results of this study also provides empirical evidence and support the theory of Peter and Olson(2010) on kind of store image thought by consumer including values perceived through senses. The results also support previous research conducted by Lin and Liao(2012).
2. Store image has positive and significant effect on buying decision process. The study provides empirical evidence and support the theory of store image delivered by Peter and Olson (2010) stated that many consumers buy product because of the product attributes, but store image is also considered important. If retail stores are able to create a good image of the store in relation to completeness of merchandise, attractive services, solid buyer, attractive physical environment, ease in shopping, pleasant atmosphere, becoming well known store, consumers will increasingly make buying decision process. The results are consistent with several previous studies of Hassanetal. (2010), Nurendah and Mulyana(2012), Lin and Liao(2012).
3. Reference group has positive but not significant effect on consumer value. A reference group has been providing information about store and souvenir products very well, but members do not follow the group influence. The study provides incompatible empirical evidence to the theory of reference group presented by Schiffman and Kanuk(2008), namely that the reference group provides a valuable perspective to influence others, including the consumption value, but the results of this study indicate that a reference group of family, friends and shopping groups are proved to affect consumer value.
4. Reference group has positive and significant effect on buying decision process. These results reflect that when reference group express opinions well then group members will be more quickly making buying

decision process. The study provides empirical evidence and support the theory delivered by Schiffman and Kanuk(2008) which is in context of consumer behavior perceive reference group as a very important idea, because of involvement and group memberships can influence consumer actions in the buying decision process. The results support previous studies of Lin and Chan (2009) and Ybarraetal. (2012).

5. Consumer resources has positive and significant effect on consumer value. Results of this study indicate that the more availability of time, money and effort resources, the better consumer perception on store and products offered. The study provides empirical evidence and support the theory of Kotler and Armstrong(2008), namely consumer desire and resources ability demanded benefits of products purchased so that it can provide additional customer value.. Consumer resources has positive but not significant effect on buying decision process, thus good consumer resources does not necessarily affect consumer buying decision process. Results of this study provided incompatible empirical evidence with theory stated by Prideetal. (2012), namely consumer buying behavior is influenced by the ability to buy or referred as consumer resources.
7. Consumer value has positive and significant effect on buying decision process. The results showed that the better consumer perception on store and souvenir products, the better consumers buying decision process. Results of this study provide empirical evidence and support the theory presented Peter and Olson(2010) that the core consumer value has a major influence on behavior of buying decision process. The results support previous studies conducted by Wahyuningsih(2012).

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