

ABSTRACT**Values of Cultural Tourism Products and Mixed Promotion as
Determinant Factors Affecting the Decision to Purchase
Cultural Tourism Products in East Kalimantan**

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This research is intended to study: (1) factors of physical values (quality, package, color, design) and factors of non-physical values of cultural tourism products affecting the decision to purchase; (2) variables of mixed promotion significantly strengthening the influence of physical and non-physical values of cultural tourism products upon the decision to purchase; (3) the difference in proportion of decision to purchase the significant cultural tourism products based on the market segment, geography, demography, psycho-graphics and behavior.

This research applies a survey method with questionnaires as its research instrument. The statistic analytical instruments applied are the logistic regression, path analysis (by means of canonical correlation and logistic regression) and Chi-square. Statistical analysis indicates the outputs as follows: (1) Significant factors of physical values of cultural tourism products positively affecting the decision to purchase are quality and design, whereas package and color are significant but having a negative effect (2) Significant factors of non-physical values of cultural tourism products positively affecting the decision to purchase are the beauty, uniqueness, historical values, and services. (3) Significant mixed promotion with positive effect strengthening the influence of physical values of cultural tourism products upon the decision to purchase are: (i) Advertisement, direct mail, personal selling, and sales promotion applied in promoting the cultural tourism products related to the package; (ii) Public relation in promoting the cultural tourism products related to the package and color of the product. (iii) Words of mouth (personal recommendation) applied to promote the cultural tourism products related to the color of product. (4) The mixed promotion strengthening the influence of physical and non-physical values of cultural tourism products significantly and positively affecting the decision to purchase is the direct mail promoting the cultural tourism products related to the beauty, whereas the other mixed promotion has a weak (indirect) influence upon the decision to purchase the cultural tourism products (5) Proportion of decision to purchase the cultural tourism products based on the total purchasing tourists (1216) are as follows:

- (i) Geographical segment, country of origin: Indonesian tourists, 876 (72.0%) and foreign tourists (Europeans), 82 (6.7%).
- (ii) Demographical segment: male, 918 (75.5%); age: 20-30, 462 (38.0%); high school educational background, 658 (54.1%); occupation: businessman, 260 (21.4%); and income: more than 5 million rupiahs, 353 (28.9%).
- (iii) Psychographical segment: life style to improve the knowledge, 366 (30.1%), and personality, art lovers, 434 (35.7%).
- (iv) Behavioral segment: the main objective of visiting the tourism objects is for recreation, 832 (39.6%); frequency of visit: first visit, 624 (51.3%); and duration of stay: 1-3 days, 1016 (83.6%).

This research gives contribution to the marketing theory, particularly in marketing the cultural tourism products.

Key words: *Physical and non-physical values of cultural tourism products, potential tourists, mixed promotion, decision to purchase.*