

Crosstab Analysis Of Tourists Spending Pattern In Yogyakarta

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Abstract.

This research is a review of the results of a survey of tourist spending data in Yogyakarta conducted by the Yogyakarta Provincial Tourism Office. The aim of is information on the amount of tourist spending and several information related to gateway, frequency of visit, member of trip, length of stay, method of payment, shopping preference, and mode of transportation. The results obtained show that tourist spending in Yogyakarta is still relatively small, amounting to less than 200 thousand IDR per day. The shopping component is accommodation, culinary or gastronomy, and souvenirs. Based on the exit gateway, tourists who leave through the airport have a higher variation in spending compared to other exit gateways. Based on visit frequency, the majority are repeaters with more than 5x visits. Based on member of trip Most visits are with friends. The average length of stay is 1 day or less. The preferred payment method is cash. Shopping preferences are friends' recommendations. The mode of transport that is widely used is the private car.

Keywords: *Spending, Tourist, Yogyakarta and Tourism.*

I. INTRODUCTION

Tourists according to the official definition that applies in Indonesia, namely tourism law no. 10 of 2009, are people who travel to a place or area for a certain period, temporarily, and use tourism facilities such as hotels and stay at least 1x24 hours. There are various motivations for the purpose of tourist trips, not just traveling, business, visiting family, or others. Internationally, tourists in a country are grouped into two, namely domestic tourists and international tourists [1]. Domestic tourists are native residents who conduct tourist activities within their country and may move from one area to another. Meanwhile, international tourists are tourists who come to a destination but come from abroad or are foreigners. In Indonesia, we also adhere to the same grouping consisting of domestic and foreign. It is generally understood that tourists have a contribution to supporting the economy of a region [2, 3]. The largest economic component is tourist spending on a number of tourism activity businesses such as accommodation, plane tickets, transportation, souvenirs, fees, parking and tour packages [2, 4, 5]. Tourists will spend money while they stay at a destination. The longer you stay, the higher your spending will be. With a large multiplier factor in the number of visits, the accumulation will produce income from the tourism sector, namely tourism revenue.

Recently, the World Tourism Organization recorded at least 235 million international trips in Q1 2023 with estimated revenue reaching 1 trillion USD or growing 50% compared to the previous year [6]. The importance of tourist spending is a concern for many regions in Indonesia, and there are several regions that rely heavily on tourism as a regional economic supporter [7]. One area that relies on tourism is Yogyakarta, which is known as the most popular tourist destination after Bali. There are around 5.2 million people from outside the region who visit Yogyakarta every year. This amount currently has a contribution of 285.7 Billion IDR or about 19 Million USD to regional income based on data year 2022 [8]. The biggest contributor to tourist spending is the hotel and restaurant business with 85% of total tourism revenue. Looking at the large potential contribution of tourist spending, it is also necessary to know the specific behavior related to tourist shopping activities. This research is a review of a data survey conducted by the Yogyakarta Tourism Office to 721 random tourists in 2021, consisting of domestic tourists and foreign tourists at several of exit gateways such as hotels, homestays, bus terminals, airports, railway stations, and

souvenir centers. The results of the analysis of the data can be used as a business reference for relevant stakeholders and strategies in increasing the amount of tourist spending.

II. METHODS

The approach used to write this paper is a qualitative method using the systematic literature review (SLR) technique [9]. This research method is conducted by collecting and then conducting a review of one or several secondary data sources such as journals, articles, research results, data and then conducting an in-depth study following certain procedures. This SLR method can dig deeper and be more precise on target so that it can observe, study, assess and interpret existing research [10]. In this research, SLR was conducted by looking at data that can provide information on the amount of spending and several related aspects that can support interpretation of tourist spending patterns. So that the results of the research can show accurate results and give more valuable information.

III. RESULT AND DISCUSSION

General Spending Pattern Analysis

In general, the largest amount of spending by tourists while in Yogyakarta is on craft souvenirs, accommodation, and gastronomy. The total average tourist spending per day is approximately 1.1 million rupiah or around 67 USD and the average length of stay is 2 to 3 days. For details, see the following table:

Table 1. Average Tourist Spending Per Day in Yogyakarta

Spend Items	Nominal in IDR	Percentage
Accommodation	225,212	19.6%
F&B	75,395	6.6%
Travel Agent	25,884	2.3%
Guide	25,890	2.3%
Local Transport	76,706	6.7%
Art Performance	40,300	3.5%
Health & Beauty	35,000	3.0%
Souvenir	437,200	38.1%
Gastronomic	185,100	16.1%
Others	22,154	1.9%
Average Expenditure per Day	1,148,840	100%

Source : Based on data from www.visitjogja.jogjapro.go.id [11]

Based on the amount of spending, the method of payment when shopping, tourists still predominantly use cash payments at 71%, using debit cards at 20%, and other non-cash methods at 9%. References in shopping are 40% influenced by friends, 27% by self-preference, 22% by family, and 11% by advertising or guide services. The types of souvenirs that are most often purchased are batik 48%, bags 21%, t-shirts 15%, and the remaining types of souvenirs 16%. The following is a crosstabs analysis on the amount of spending and various other aspects such as exit gateway, frequency of visit, member of trip, length of stay, method of payment, shopping preference, dan mode of transportation.

Crosstabs: Exit Gateway vs Amount of Spending

There are several exit gateways used by tourists and most are at accommodation facilities or hotels (37%), souvenir centers (29%), train stations (24%), airports (6%) and terminals (4%). These places are the end of a tourist's journey before returning to their area. The data in Figure 1 shows that tourist spending in general is not that high, on average less than 200 thousand IDR per day, and if their final stop is at a hotel, it is certain that there will be no shopping, while the opportunity for shopping to occur is only at souvenir kiosks. by. The use of private vehicles is another reason many tourists use hotels as an exit way and their spending tends to be small. For more details on the amount of spending and tourist exit ways, see Figure 1 below:

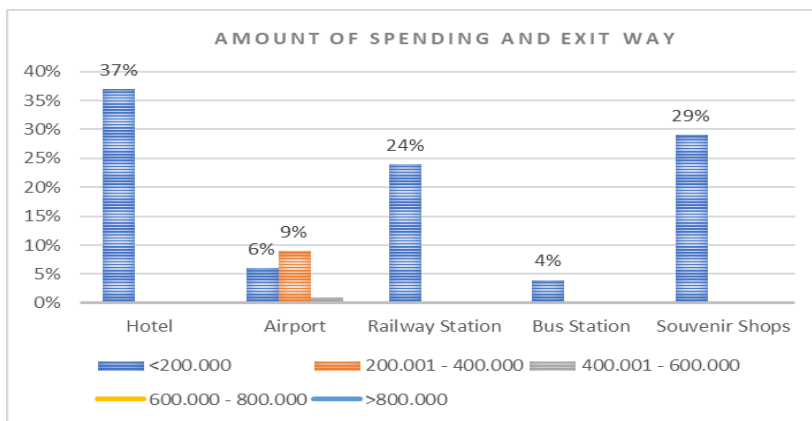


Fig 1. Amount of Tourist Spending and Exitway

Crosstabs: Frequency of Visit vs Amount of Spending

Based on the frequency of visits to Yogyakarta, the data in Fig.2 shows that most tourists have visited Yogyakarta more than once. The greatest frequency of visits are tourists who have visited more than five times (44%). However, when it comes to nominal spending, it remains low at less than 200 thousand rupiah per day. This information illustrates that even though tourists who go to Yogyakarta are repeaters or tourists who have come several times, there is no increase in terms of spending.

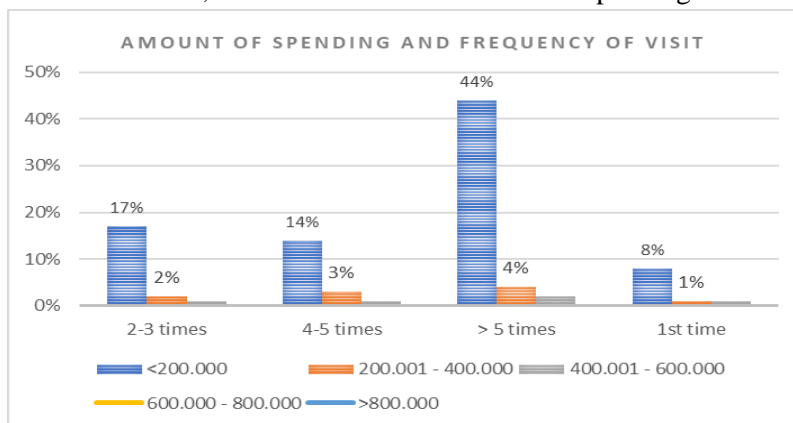


Fig 2. Amount of Tourist Spending and Frequency of Visit

Crosstabs: Member of Trip vs Amount of Spending

Based on travel members, tourists who come to Yogyakarta (Fig 3) are mostly with their friends (24%), others are families (20%), group tours (12%), and couples (8%). In terms of the amount of tourist spending, the group of tourists spending less than 200 thousand IDR per day is the most dominant. Tourists who come with family and friends are the only group with spending variations from two hundred thousand to six hundred thousand rupiah or higher. According to the data, Yogyakarta is an attractive tourist destination for tourists whether they come in groups, families or alone. However, this does not have implications for spending which remains low, less than 200 thousand IDR.

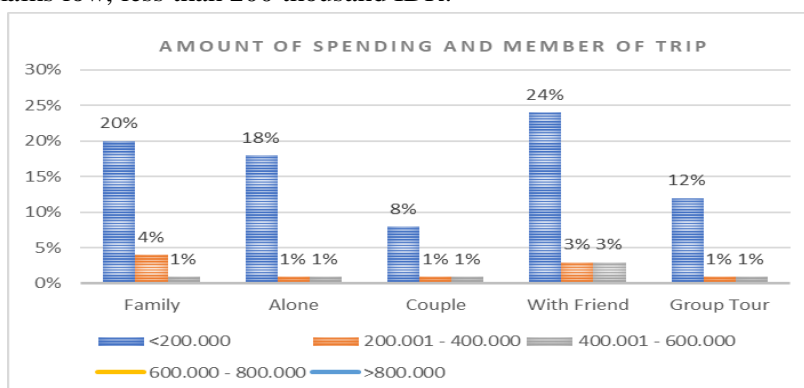


Fig 3. Amount of Tourist Spending and Member of Trip

Crosstabs: Length of Stay vs Amount of Spending

Based on the length of stay of tourists, most of whom are short visits of 1 day or less (28%), tourists who stay more than 3 days are 26%, those who stay for 3 days are 22%, and those who stay for 2 days are 7%. Average spending remains less than 200 thousand IDR per day. Based on the data in Fig.4, it shows that tourists stay short, and their spending is also relatively low. The short length of stay may be related to the origin of tourists being close to Yogyakarta. Spending is a complex factor because as depicted in Fig.2, tourists are repeaters who often visit Yogyakarta. Repeated visits can also be a factor in low spending.

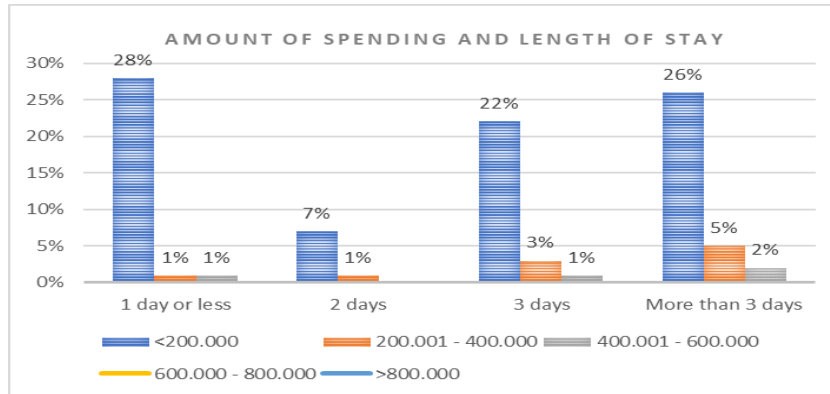


Fig 4. Amount of Tourist Spending and Length of Stay

Crosstabs: Method of Payment vs Method of Payment

Based on the choice of payment method (Fig.4), most tourists prefer cash payments (52%) another method that is also used is debit cards (15%). Thus, the cash payment method is still considered the choice of tourists, the average spend is small, so it is easier to make cash transactions.

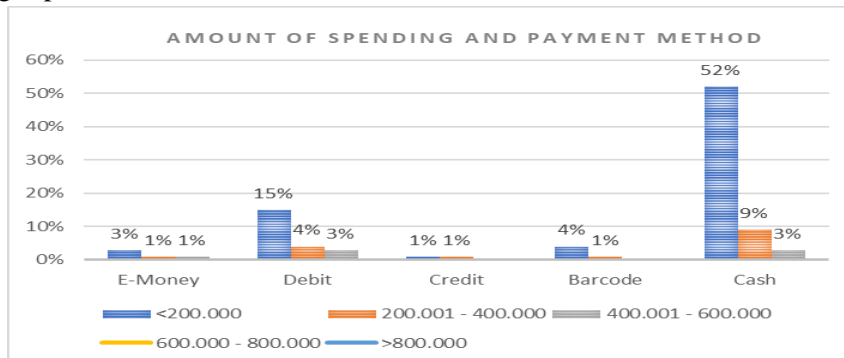


Fig 4. Amount of Tourist Spending and Method of Payment

Crosstabs: Shopping Reference vs Amount of Spending

When tourists make purchases, they are possible to be influenced by other people or are called shopping references. Tourists who shop are referred to by their friends (30%), the rest is their own preferences (21%), references from family (14%), advertising references (6%), and tour guide references (5%). This shows that friends or colleagues can be a source of shopping references for tourists. For more details, see Fig. the following 5:

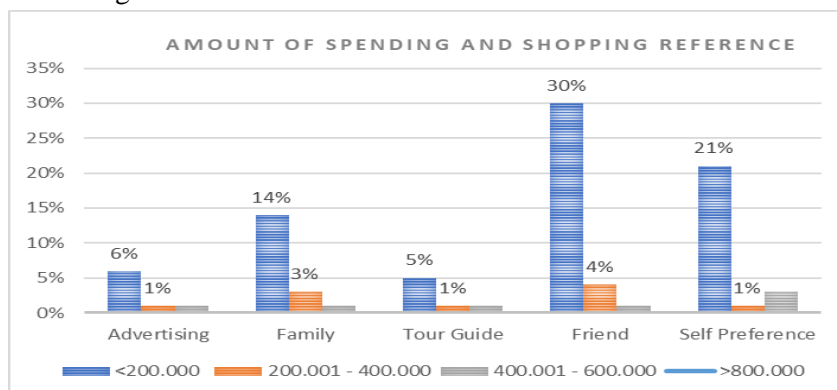


Fig 5. Amount of Tourist Spending and Shopping Reference

Crosstabs: Mode of Transport vs Amount of Spending

Based on transportation choices, most tourists choose to use private vehicles (27%), 24% choose to use trains, 17% by plane, 15% by bus, and 5% by travel. For private car users, the variation in spending is higher, there are 5% of the group who spend IDR 200 thousand - 600 thousand per day. This shows that private vehicle users are more flexible in shopping, their opportunities for shopping are greater.

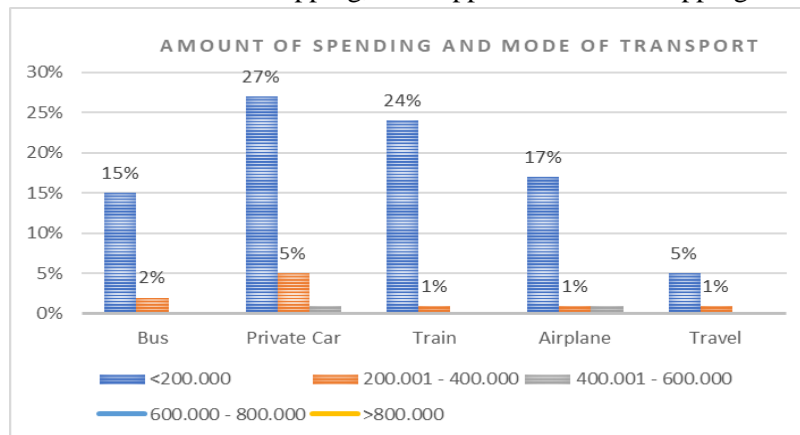


Fig 6. Amount of Tourist Spending and Mode of Transport

IV. CONCLUSION

The amount of tourists spending in Yogyakarta is generally not too large, even small. Most tourists spend less than two hundred thousand rupiah per day, and only a small percentage spend more than that. Low spending may be influenced by factors such as frequent visits, proximity between the tourist's area of origin and the destination so that the variety of products purchased tends to be the same as the area of origin, and not staying long or only excursionists coming on the same day and then returning. This certainly requires further research. Of this amount, the largest purchase is on souvenirs. The implications that can be drawn from each data carried out by crosstabs are 1) Hotels, train stations and souvenir shops including airports and stations are places that can be used as places to display various souvenirs and merchandise that tourists can buy, 2) Most tourists are repeaters so providing new variations on interesting products might increase shopping interest, and not seem bored, 3) tourists will always give recommendations to their colleagues, therefore providing maximum service is one way to increase the number of visits to Yogyakarta.

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