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Investigation of The Village Tourism Environment Based on Consumer Decision Model Perspective: A Lesson from Madura Island

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Abstract: Madura Island has the potential for very diverse tourist villages. The COVID-19 pandemic, lack of information and promotional strategies are the causes of the decline in the number of tourist visits. The research aims to determine the strengths, weaknesses, opportunities and threats in tourist village destinations based on the consumer decision model perspective. The research method used is SWOT. The number of informants was eight tourist village managers. Data was collected through observation, interviews and documentation. The research results show that the overall mean value of the internal environmental factors is in a reasonably good area, and the external environmental factors are in a good location. Based on the x rating weight calculation, this value shows that the consumer decision model strategy for tourist villages has an "aggressive" nature and gave birth to 5 alternative groups of methods: 1. Increasing the ease of obtaining prospective tourists, 2. Increasing information about tourist villages, 3. Increase promotional activities, 4. Increase the level of education and skills, and 5. Increase the role of local government.

Keywords: tourism; village tourism; consumer decision model; SWOT

JEL Classification: M15; M31; Z33.

Introduction

Regional tourism potential positively contributes to increasing regional income (AS et al., 2021). However, despite the increase in local revenue from the tourism sector, this sector continues to experience problems, significantly a decrease in the number of visits caused by the need for more optimal promotional activities (Syarif & AS, 2023).

Similar problems also occur on the island of Madura. The number of tourist visits to all tourism destinations tends to fluctuate. This fluctuation occurred from 2018 to 2022. In 2018, the volume of tourists was recorded at 26,034 people; in 2019, it fell to 11,113 people; in 2020, the number of visits was 10,167 people; in 2021, it reached 7,573 visitors; and in 2022, it came to 7,375 people (BPS, 2023).

Various research shows that regional tourism problems are mainly caused by marketing strategies, especially in the promotional aspect (AS, 2014). Regional government tourism promotion agencies still need to be optimal; budget allocations from regional governments are limited, and the various promotional platforms are not integrated (Octabelina, 2021). This situation indicates that the level of understanding of regional tourism promotion agencies could be more robust. Therefore, it is necessary to study appropriate promotional strategies in maintaining the sustainability of a tourism destination through strengthening institutions and governance (East Java Provincial Government, 2022; www.jdih.kemenparekraf.go.id, 2021) in the field of marketing, namely promotion.

Promotion is an essential part of marketing strategy, with the primary goal of introducing the product and influencing buyers (AS et al., 2021). Promotion is used as a way of company communication to target consumers and provide information about the product's existence to attract consumers' interest in buying (Kotler, 2016). by Lupiyoadi (2013) (Sitorus, 2014) (Basines et al., 2017). Promotional media that are often used include advertising, sales promotions, publicity, personal selling (Kotler, 2016), direct marketing and public relations (Kotler, 2016), which is referred to as the promotion mix (Tahurrohmat, 2015), Sutono et al., (2018). The promotional mix can be selected by examining various media that suit the potential. One of them is advertising. Advertising can be used as a promotional strategy through newspapers, brochures, booklets, banners, billboards and electronic media such as television, radio and the Internet, which can be used to attract the interest of potential consumers (Ary Widiastini, 2015) (Wijaya, 2010), (Sutiksno et al., 2020), (Pride & Ferrell, 2015), (Lamb et al., 2013), and (Kotler, 2016).

Advertisements need to be evaluated for their effectiveness. Michael Baker states that effectiveness is a measurement in the detail of predetermined goals or objectives (Michael Baker, 2002), while Basines et al. state that effectiveness is related to achieving goals that are more linked to work results (Basines et al., 2017). Measuring an advertisement must be done periodically and continuously because an advertisement's effectiveness can be determined by conducting research. One model that can be used to measure advertising effectiveness is proposed by Howard (Howard, 1989) and (Omar, 2021) Consumer Decision Model (CDM). CDM is to determine the process of differentiating and grouping consumer thought forms in terms of six interrelated variables, namely Message (F, finding information), Brand Recognition (B, brand recognition), Consumer Confidence (C, confidence), Consumer Attitude (A, attitude), Purchase Intention (I, intention), and Real Purchase (P, purchase) (Howard, 1989; Omar, 2021).

There has been a lot of research conducted to measure the effectiveness of advertising via CDM, such as those carried out by Gonzalvo (Gonzalvo et al., 2021), Tripiawan (Tripiawan et al., 2019), Dao (DAO et al., 2021), Wijesinghe (Wijesinghe et al. al., 2020), Seok (Seok et al., 2022), Ruslan (Ruslan et al., 2022), and several researchers' results still show different findings, in Albari's research (Albari, 2007) found the fact that not all variables contained in the CDM has a positive effect on buying interest. Meanwhile, Zuraida's research shows that the CDM variable has a significant and positive impact on purchase intentions, both directly and indirectly.

Therefore, based on this background, this research aims to determine the strengths, weaknesses, opportunities and threats in tourist village destinations based on the consumer decision model perspective.

1. Literature Review

1.1 Advertising

Advertising is one of the five tips companies use to direct persuasive communication to target buyers and the public. Advertising is a creative effort, introducing a product through existing media. With advertising, society will form its consumers (Kotler, 2016). The advantages of using advertising to communicate with buyers include low costs per installation, media diversity (newspapers, magazines, TV, radio, postal letters, and street advertisements), installation control, consistent message content, and the opportunity to design creative messages. The appeal and transmission can also be adjusted if the communication goal changes. Advertising also has several disadvantages. It cannot interact with buyers and may not attract the attention of those who see it. Moreover, the message is only suitable during installation time.

1.2 Advertising Effectiveness

In every management process, be it human resource management, information systems management, operational management, financial management or marketing management, effectiveness is the main criterion for achieving the goals set by the company (Bernard, 1982). There are several criteria for assessing effectiveness: 1). Usefulness, 2.) Accuracy and Objectivity, 3). Scope, 4). Cost-effectiveness, 5). Accountability, and 6). Punctuality. Advertising activities must be evaluated to determine whether they are clear, easy to understand, accurate and on

target. Various company decisions and actions are only effective based on correct information. Advertising also needs to consider the principles of comprehensiveness, unity and consistency.

1.3 Measuring Advertising Effectiveness Through Consumer Decision Models

To ensure that an advertisement is effective or not, research must be carried out, such as communication and sales impact research. One model that can be used to measure advertising effectiveness is CDM (Howard, 1989; Omar, 2021), consisting of 1). Information, 2). Brand Recognition, 3). Attitude, 4). Confidence, 5). Intention, and 6). Purchase. The flow of the model begins with consumers receiving information (F, information). This information can cause three possible influences, starting from brand recognition by consumers (B, Brand Recognition) and then evaluating whether the introduction is based on consumers' desires and needs where suitability is concerned. This will form an attitude (A, Attitude). It can then create and add to the consumer's mind a level of belief (C, Confidence), which shows the assessment of the brand in question as to whether it can provide satisfaction. Brand recognition contributes by strengthening consumers' attitudes and beliefs towards the brand being offered, all of which are expected to generate consumer purchasing intentions (I, Intention). This, of course, will influence consumers to make actual purchases (P, Purchase).

2. Research Methods

2.1 Research Approach and Location

The approach used in this research is quantitative and qualitative with research locations in 4 districts (Bangkalan, Sampang, Pamekasan and Sumenep).

2.2 Research Objects and Informants

The object of this research is the management of tourist villages throughout Madura which were determined purposively. The number of informants was 8 tourist village managers (Ferdinand, 2014).

2.3 Research variable

Table 1. Variables as the basis of the Research Protocol

Variable	Indicator
Information	<ol style="list-style-type: none"> 1. Content of the advertising message 2. Information about the brand. 3. Consumer memory
Brand Recognition	<ol style="list-style-type: none"> 1. Physical attributes 2. Product shape 3. Consumer knowledge of brand names
Attitude	<ol style="list-style-type: none"> 1. Level of consumer certainty from the evaluation. 2. Brand usefulness 3. Consumers' ability to evaluate brands/products
Confidence	<ol style="list-style-type: none"> 1. Consumer preferences for brands. 2. Evaluate the meaning and attributes of the brand 3. Feelings of liking or disliking the brand
Intention	<ol style="list-style-type: none"> 1. Consumer plans to buy. 2. Consumer's possibility to buy

Source: Developed from various sources for this research.

2.4 Data analysis technique

The data analysis technique used is 1). Descriptive analysis, and 2). SWOT analysis to conduct strategic environmental analysis based on the consumer decision model perspective (Rangkuti, 2008),

3. Research Result and Discussion

3.1 Description of Informant Characteristics

This research took objects in various tourist villages in four districts. The characteristics of the informants are as follows:

Informant 1. A man named Aji Nurrohman 43 years old. He is the Coordinator for managing the mangrove tourism village in the Kebundadap, East Sumenep village.

1	The government helps provide convenience in obtaining capital (such as bank credit with low interest, capital assistance through cooperatives, partnerships, etc.)	10	11	70	76	8	9	3	3	1	1	92	3.9
2	Government regulations regarding the establishment of tourist villages encourage the desire to establish tourist destinations	30	33	56	61	3	3	2	2	1	1	92	4.2
3	The government assists in the process of promoting tourist villages	21	23	65	71	5	5	1	1	0	-	92	4.1
4	The number of unemployed in business areas is large	18	20	63	68	6	7	2	2	3	3	92	3.9
5	On average, existing tourist villages can grow and survive for quite a long time	40	43	58	63	3	3	1	1	0	-	102	4.8
6	Ease of getting tourists	30	33	49	53	12	13	1	1	0	-	92	4.1
7	Suppliers (tour guides) always send visitors	25	27	50	54	15	16	1	1	1	1	92	4.0
8	Ease of getting potential visitors by offering cheap prices	26	28	58	63	7	8	1	1	0	-	92	4.1
9	People's income tends to increase	24	26	49	53	17	18	1	1	1	1	92	4.0
Average Opportunities												4.2	
B	Threat (T)												
1	The use of technology in the process of marketing tourist villages is limited	27	29	57	62	5	5	3	3	0	-	92	4.1
2	The facilities and infrastructure used to market tourist villages are very limited	34	37	49	53	7	8	2	2	0	-	92	4.2
3	The ease of marketing a tourist village is quite difficult	19	21	57	62	12	13	4	4	0	-	92	3.9
4	In order for sales to increase, you must always look for ways to market tourist villages better	25	27	48	52	17	18	1	1	1	1	92	4.0
5	The number of tourist villages in the area tends to increase	34	37	51	55	6	7	0	-	1	1	92	4.2
Average Threat												4.2	
Average External Environmental Factors												4.1	

Source: Primary data processed

All items on external environmental factors are in the excellent area with a mean value of 4.1. This means that the matter is in a good location. However, looking at the frequency of answers from informants who still disagree, although it is not very significant, it can be said that external environmental factors still need to be improved.

3.3 SWOT Analysis Results

In detail, the identification of internal and external environmental factors is explained in the following table.

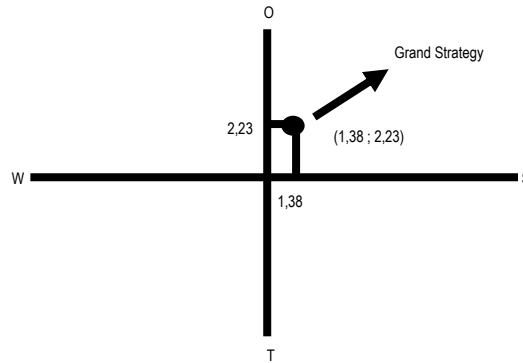
Table 4. Internal and External Environmental Factors

INTERNAL		EXTERNAL	
Strength (S)	Weakness (W)	Opportunities (O)	Threat (T)
Ease of getting tourists	Education level of entrepreneurs and workers	The government provides convenience in obtaining capital (such as bank credit with low interest, capital assistance through cooperatives, partnerships, etc.)	Use of technology in marketing the resulting tourist village
		Government regulations regarding the establishment of tourist villages encourage the desire to establish tourist destinations	
	Skills and capabilities of human resources in producing innovation	The government assists in the process of promoting tourist villages	Facilities and infrastructure used to market tourist villages
		The number of unemployed in business areas is large	
Information provided by other parties (such as local governments) regarding the existence of tourist villages is in accordance with the reality on the ground	The human resource factor is a problem faced in running a business	On average, existing tourist villages can last quite a long time	The ease of marketing a tourist village is very difficult
		Ease of obtaining tourist supplies	
	Ease of finding business capital	Suppliers (tour guides) always send visitors	In order for sales to increase, you must always look for ways to market tourist villages better
		Ease of getting potential visitors by offering cheap prices	
Not much promotion has been carried out on tourist villages, either by entrepreneurs or the government		People's income tends to increase	The number of tourist villages in the area tends to increase

Source: Primary data processed

3.4 Survey Results Resume

Based on a survey conducted on eight tourist village managers, a detailed resume of the survey results is shown in the following table (Attachment). From the summary of calculation results, the total weight x rating values are added up (both internally and externally) as a reference in the grand strategy matrix. In determining the great strategy, if presented in SWOT coordinates, the survey results above will be mapped in the following:



Gambar 1. Grand Strategy
Source: Primary data processed

Based on the weight x rating calculation from the sum of internal and external factors, a value of 1.38 was obtained for the internal factor and a value of 2.23 for the outer aspect. This value is the final value, the grand strategy of the SWOT analysis process. This value means that the CDM strategy of a tourist village has an "aggressive" nature; that is, it needs to be developed by creating an advertising strategy that prioritizes the strengths of the tourist village to take advantage of existing opportunities.

The grand strategy shown in the picture above illustrates the general strategy that can be carried out by tourist villages, where the dominant value obtained comes from the calculation of the survey results in the table above. In general, it can be concluded that the grand strategy has the following essential things:

- This position is very profitable because it has great strengths and opportunities.
- Opportunities can be exploited as much as possible because they have strength.
- Can implement strategies that support aggressive policies.

Furthermore, the primary strategy can be detailed by determining the process in depth through analysis of internal factors consisting of strengths and weaknesses and external factors consisting of opportunities and threats.

3.5 Strategy Determination

Developing a strategy to achieve goals is an effort to use all your strengths to take advantage of existing opportunities. The preparation of strategies to achieve goals using the SWOT matrix is shown in the following table.

Table 5. Analysis of Internal and External Factors

INTERNAL	Strength (S) 1. Ease of small businesses in obtaining raw materials 2. Information provided by other parties (such as local governments) regarding the existence of batik center businesses is in accordance with the reality on the ground	Weakness (W) 1. Education level of entrepreneurs and workers 2. Skills and capabilities of human resources in producing products 3. Human resource factors are problems faced in running a business 4. Ease of finding business capital 5. Not much promotion has been carried out on batik businesses, either by entrepreneurs or the government
EXTERNAL	SO Strategy 1. Increase the ease of SMEs in obtaining raw materials. 2. Increase information regarding the existence of SMEs through the role of the government and government regulations.	WO Strategy 1. Increase the level of education. 2. Improve HR skills and abilities 3. Increasing promotion through the role of the government
Opportunities (O) 1. The government helps provide convenience in obtaining capital (such as bank credit with low interest, capital assistance through cooperatives, partnerships, etc.) 2. Government regulations regarding business formation encourage the desire to establish a business 3. The government helps in the product promotion process 4. The number of unemployed people in business areas is large 5. On average, existing small businesses can grow and survive for quite a long time 6. Ease of obtaining raw materials 7. Suppliers always send raw materials on time 8. Ease of obtaining raw materials at low prices		

9. People's income tends to increase		
Threat (T) 1. The use of technology in carrying out the production process and marketing the products produced is limited 2. The facilities and infrastructure used to market the products produced are very limited 3. Ease of marketing the products produced is very difficult 4. In order for sales to increase, you must always look for ways to market your product or service better 5. The number of small businesses in the area tends to increase	ST Strategy 1. Increase the convenience for SMEs in obtaining raw materials. 2. Increasing information about SMEs through the use of technology, increasing the role and involvement of the community.	WT Strategy 1. Increase the level of education. 2. Improve the skills and abilities of HR 3. Increasing promotions through the use of technology.

Source: Primary data processed

Based on the SWOT matrix above, ten strategies can be taken as alternatives to achieve goals. These ten alternatives can be used as a reference for formulating a CDM model. Meanwhile, the preparation and implementation of CDM are not only determined by internal factors but also by external factors. Ten alternatives that can be used as a reference for empowering tourist villages through the CDM concept are using strengths to take advantage of opportunities, overcoming weaknesses by taking advantage of opportunities, using powers to avoid threats, minimizing weaknesses, and avoiding hazards. These ten alternatives can be grouped into five main strategies as follows: 1). Increase the ease of obtaining potential tourists, 2). Increase information about tourist villages, 3). Increase promotional activities, 4). Increase the level of education and skills, and 5). Increasing the role of local government.

The first alternative is to increase the ease of obtaining potential tourists. The ease with which tourist villages can attract potential tourists will open up opportunities for business development. With tourists easily accessible, tourist villages will be able to reduce costs so that advertising costs to attract visitors will also become cheaper, which will then impact income. This strategy can be implemented by involving the participation of tourism stakeholders.

The second alternative is to increase information about tourist villages. Increasing accurate information regarding the existence of tourist villages is an essential factor in developing the market. Raising precise information regarding the presence of tourist villages can be done if there is a role from all tourism stakeholders. By providing information about the existence of tourist villages, tourism stakeholders can socialize the advantages of these destinations to the public. This step is critical; information about tourist village destinations can function as a communication medium. To overcome this, tourist villages can use the ease of marketing tourism associations provide.

The third alternative is to increase promotional activities through the use of technology. One of the classic problems tourist villages face in running and developing businesses is their need to implement marketing activities, especially in carrying out technology promotions. So far, marketing activities carried out by tourist villages have been carried out traditionally. This method certainly prolongs the process of developing tourist villages because the potential market cannot be fully absorbed. On the one hand, many people still have the potential to become visitors to tourist villages.

The fourth alternative is to increase the level of education and skills. Improving the education, skills and abilities of entrepreneurs and workers in the service process and developing businesses is a central issue for developing tourist villages. High education, skills and abilities will enable tourist villages to expand their business and increase the potential for business growth. In general, improving tourist village managers' education, skills, and abilities can be done by actively participating in programmed training, education and comparative studies. Technically, several ways that can be done to improve education, skills and abilities are: 1). Formation of a supervisory body, 2). Providing competency certification to management, and 3). Organizing business culture, entrepreneurship training, and technical guidance for business management.

The Fifth Alternative is to increase the role of local government. The government's primary function is to create all the necessary conditions for growth and investment in the rural tourism sector. By creating economic stability and competitive markets, strengthening political plurality, and developing appropriate regulatory and legal frameworks, the government can help create an environment that can facilitate the growth and strength of financial institutions.

Due to the limitations, the role of the government is an essential factor for developing tourist villages. The position that the government can provide to tourist villages can be in the form of moral guidance in the form of counselling and coaching from related agencies, as well as assistance in providing capital for the development of tourist villages. The suggestions the government can provide to tourist villages include, among other things, assisting in equipment, partnership assistance, promotions and exhibitions, and comparative studies.

The alternatives mentioned above can be used as a reference for decision-making for tourist villages and local governments through policies that will influence the intensive marketing communication process to increase the competitiveness of tourist villages. For tourist villages, some of the alternatives mentioned above can be used to further improve education, skills and abilities in running a business so that it will influence the durability of the company carried out and can then develop the business.

Conclusions and Further Research

Lack of information and promotional strategies is the cause of the decline in the number of visits to tourist villages on the island of Madura. The research results showed that in implementing CDM in tourist villages, ten strategies were found that could be taken as alternatives to achieve goals. Of the ten options, they can be grouped into five main approaches, namely 1). Increasing the ease of obtaining prospective tourists, 2). Growing information about tourist villages, 3). Increasing promotional activities, 4). Increasing the level of education and skills, and 5). It is expanding the role of local government. The first Alternative is to increase the ease of obtaining prospective tourists by involving the participation of tourism stakeholders. The second Alternative is to increase information about tourist villages by socializing the advantages of the destination to the public. The third Alternative is to increase promotional activities through digital information technology. The fourth Alternative is increasing the level of education and skills through: 1. Establishing a supervisory body. 2. Providing competency certification to management, and 3. Providing business culture and entrepreneurship training and technical guidance for business management. The Fifth Alternative is increasing the role of local government through moral guidance in the form of counseling and guidance from related agencies, as well as assistance in providing capital for the development of tourist villages.

This study has several limitations, including the fact that the number of samples is small, and descriptive qualitative data analysis techniques. Therefore, it is recommended that further research be done with other methods and the number of samples and objects is more.

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Credit Authorship Contribution Statement:

Fathor AS: Conceptualization, Methodology, Investigation, Writing-original draft, Data curation, Validation, Writing-review and editing, and Funding acquisition.

Darul Islam: Conceptualization, Methodology, Project administration, Software, Formal analysis, Writing-original draft, Data curation, Validation, Visualization.

Umi Nurjanah: Investigation, Formal analysis, Data curation, Validation, Writing and editing.

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Muhammad Ridhuan Tony Lim Abdullah: Supervision, Writing-review and editing.

Declaration of Competing Interest:

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