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Foreign tourist's attitude to the elements of the developing of tourism in Medan, Indonesia

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C H R O N I C L E	A B S T R A C T
	The purpose of this study is to analyze the foreign tourist's attitude to the elements of the tourist development in Medan. The sample size includes 80 foreign tourists who visited the tourist objects in Medan, Indonesia. A Multi-attribute Attitude Model (MAM) is used to measure the consumer's attitude. There are 10 (ten) attributes that form the elements of the development of the tourism in Medan, including tourist object in Medan, the attraction of tourist object, the road conditions, the telephone network, means of transportation, the hotel service, the system of transport stripe, the security system, the hospitality of the society and the cleanliness of environment. The results show that the hospitality of the society in Medan maintained the highest value (16.38) while the road represented the lowest value (-0.47). The results help the government of Medan in making policy about tourism and preparing the steps of tourism development.

1. Introduction

Measurement of consumer attitudes for marketers is important. In the stage of the consumer decision-making process, after consumer performs search and process the information, the next step is to respond the information (Jamali et al., 2018). Consumer believes the information and chooses a particular product to purchase based on his/her attitudes. Consumer confidence and choice of a product is a consumer attitude. This study tries to expose the foreign tourist's attitude who visited the city of Medan. The foreign tourists' attitudes could influence their behaviors to make a tourist revisit. This corresponds to Edwarsyah (2004) on the analysis of the consumer's attitude and behavior to the noodle product and found that the consumer's attitude influence on the consumer's purchasing behavior. Aldi (2007) performed an analysis of the attitude, subjective norms and behavioral control on consumer intention to do shopping with internet media and found that consumer attitude gives the most dominant influence to consumer buying intention. Furthermore, Aryanti (2006) investigated the influence of formal television broadcasted news on attitude and purchase of food in Bandar Lampung and found that there was an influence attitude towards consumer buying behavior.

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Tourism development in a region is one of the development sectors currently being promoted by the government. This is because tourism plays a very important role for the development of Indonesia, especially as a producer of foreign exchange in addition to the oil and gas sector. Medan as the third largest city in Indonesia has a variety of interesting sights visited by many tourists. Unfortunately, there are still many tourist objects that received less attention from the government so that they have not become a leading tourist attraction such as Medan Zoo. Agustini (2010) found that most visitors were not satisfied with the management of Medan Zoo. Amanah (2015) also found that Wildlife Park of Medan needs to make some improvement and development in order to adjust with the expectation of visitors.

Furthermore, the government is also considered to be less keen to utilize Medan's tourism potentials as Azhari (2010) argued that Medan has a lot of historical relics and is not able to absorb tourists. If there were some interest among tourists for coming to this city, then they would only make Medan as transit city or overnight stay before continuing visit to Nias, Samosir, Berastagi, Aceh and West Sumatra. According to Nasution (2010) the tourism sector in Medan is still very apprehensive, Medan until now is still a transit area for tourists. Furthermore Lubis (2010) concluded that the promotion of tourism in Medan was less successful. Whereas, according to Purnomo (2010), increased the power of attraction and tour information, socialization of program, promotion to the outside of area, actually will be estuary to fill the need and desire of tourist. In fact, increased attractiveness and tourist information, socialization of programs and promotion out of the region, will essentially lead to meet the needs and desires of tourists. Agustini (2011) also confirmed that the inhibiting factors in the development of tourism Medan is the promotion, infrastructure and management of tourist objects.

Medan tourism program budget increases every year. Starting from 2012 as the Visit Medan Year, the budget is 17 billion Rupiah. This program was targeting 250,000 foreign tourists (Mulyadi, 2012). In 2016 the budget has increased to 30 milyar Rupiah with target of 1 million tourists. In 2017, the budget increased to 45 milyar Rupiah and expected tourist arrivals is above 1 million people (BPS, 2016). However, based on the data from Badan Pusat Statistik Provinsi Sumatera Utara, the number of foreign tourists who entered through three entrances until 2015 reached 229,288 people down 5.18% compared with 2012 (BPS, 2016; Rahi et al., 2018).

Medan has many tourist objects that if managed seriously and thoroughly can be one of the favorite tourist city and visited by many tourists both domestic and foreign. In fact, the government has been trying to go through the Visit Medan Year 2012 program, but the results are unsatisfactory. Indeed the number of visitors to the tourist object in Medan decreased since 2012 (BPS, 2016). The government and the people of Medan should jointly develop the tourism sector so that the existing tourist objects become the ideal objects of Medan, considering to history, in previously years ago Medan is known as Paris van Sumatera. The loss of this name should be observed as a weakness of Medan tourism.

In connection with the previously description, the researcher is interested to investigate the foreign tourist's attitude to the tourism development in Medan based on the elements of tourism development which include the five elements (Yoeti, 2007), viz. tourist objects, attractions, infrastructures, facilities, people/environment and also five others elements added in this study. This study used a Multiattribute Attitude Model or MAM as a measuring tool for consumer attitude. Olson (2004) used this model on consumer attitude for various brand of a products consist of three main concepts of attributes of trust and attribute evaluation.

Therefore, based on the previous description, researcher is interested in studying on foreign tourists attitude for the development of tourism in Medan. This needs to be studied to determine the government's performance in succeeding tourism program. Therefore, by knowing the foreign tourists attitude, the government can develop a tourism policy which is used as a factor that can influence the

attitude of tourists visiting to Medan. Government especially the Cultural and Tourism Agencies can also use this attitude measurement as an indicator of the success of the existing tourism development in Medan.

2. Literature Review

2.1 Consumer Attitude

Perner (2010) argued that consumer attitude is a combination of consumer's mind, sensibility and motive regard to something in the marketing substance. A buyer can hold a negative or positive convictions or sentiments toward an item or service. A consumer motive is characterized by the shopper's conviction or feeling concerning the item or service. Boone and Kurtz (2004) illustrated attitudes as judgments or trends of actions or emotions favorable or unfavorable to objects or data. Attitudes are formed from a person's experience and interaction with the group so that it persists despite changes. Berkowitz et al. (2000) argued that attitudes are characterized by a person's evaluation and belief in what he/she observes. Values vary by level according to specification. Bearden et al. (1995) illustrated value as a mutual confidence or cultural norm of a group of people about what is considered to be valuable or true that is abstract or ideal. Values obtained by a person starting from the smallest environment of the family, then along with the development of age, a person involved in organizations such as schools, religion, institutions, business, society, social environment and so forth.

Kahle et al. (1986) analyzed that cultural values directly influence the consumer's point of view, the use of products, brands and services that consumers receive. Values will affect a person in achieving goals and also affect actions taken in achieving that goal. Companies always use marketing communications to always give awareness to consumers of the product and then expected consumers will make a purchase. Daniel Katz who pioneered the attitude theory explains the characteristics of consumer attitudes (Solomon & Rabolt, 2009). There are four functional attitudes in Katz's theory. The source and purpose of a consumer action are explained by each function. Changes in consumer attitudes can be caused by a change in purpose. This kind of thing must be really understood by the company. Baron and Byrne (1987) describe attitudes as a general assessment of the objects, advertisements, or problems of people (including oneself). Time is one factor that can shape a person's attitude can last long; this is a common thing that could happen not just for a moment's event just as someone instantly sees an ad, even if the person might be negative about the ad and the other. Every consumer has different attitudes toward an object, ranging from behavior to a particular product. Therefore it can be said that attitude is the way one thinks, feels, and behaves towards some aspects of the environment such as a retail store, television program, or product (Bohner & Dickel, 2011). Others argue that exposure to information, group membership, the environment, and wanting satisfaction are the main sources that can influence and change one's attitude (Chisnall, 1975).

In the context of marketing, the beliefs, feelings and intentions of taking action on an object such as a brand or store are defined as consumer attitudes. Consumer attitudes toward an object is strongly influenced by the three components in which these components have the power and are interdependent with each other. The first element is trust. The belief that consumers have for a particular object can be positive, negative or neutral depending on the situation faced by consumers. Because the beliefs that consumers have are different, then it is difficult to obtain the overall meaning of trust on a particular object. Good or bad an object is difficult to determine because consumers have diverse trust. The second element is feeling. Similar to trust, consumers also have certain feelings towards a particular object. Faith always influences feelings, but sometimes it does not. The third is the consumer's intention to take action. The consumer's plan for a particular object is defined as the consumer's intention to perform certain actions. Buying or not buying certain goods or services is said to be the consumer's intention to perform certain actions. Intent may be influenced by beliefs and feelings, but may also be influenced by other factors such as friend or other recommendations (www.consumerpsychologist.com).

2.2 Tourist Attitude

The particular behavior of travelers resulting from a positive or negative assessment reflects the psychological state of the tourist. This will shape the attitude of tourists to a particular tourist object (Kraus, 1995; Schiffman & Kanuk, 1994). According to Vincent and Thompson (2002), cognitive, affective and behavioral are the components that shape the attitude of tourists. Cognitive point is the assessment of consumers in shaping attitudes, affective is a consumer psychological condition that reflects his/her choice of a particular tourist object while the oral indication that is the intention of tourists visiting a tourist object is called behavior. Um & Crompton (1990) argued that the attitude of tourists influences on determining the choice of a particular goal in choosing the desired end goal. Lee (2009) also affirms that current tourist behavior affects the behavior of future travelers.

According to Kim and Richardson (2003), the image of a particular tourist object will affect the behavior of tourists. Such influence will strengthen, alter or even shape new consumer behavior. Images acquired by tourists towards a particular tourist destination will affect tourist behavior towards the tourist destination (Phillips & Jang, 2008). Thus, attitudes derived from a permanent assessment of the environment will shape the feelings, thoughts and tendencies of a person against a particular object. Attitude will reflect a person's style and behavior. Marketers need to understand consumer attitudes because marketers will be able to predict behavior or consumer feedback on the goods or services that company offers.

2.3 Tourism Development

Economic progress in developing countries is strongly driven by the development of tourism (Hall, 1995). Development of cities and regions in poor countries is done through tourism. Glasson et al. (1995) state that infrastructure, employment, foreign exchange, balance of payments and regions will flourish with good tourism management by the government. The income of the community will be increased by the development of tourism and so it will contribute to the income of the country (Ahn et al., 2002). The main source of foreign exchange in the third world countries is tourism. Economic development in less developed countries is strongly influenced by tourism (Taleghani, 2010). The tourism sector is strongly supported by the country's government for providing significant economic benefits and is recognized as a sector that contributes greatly to the progress of the country. The development of macro and micro economies of developing countries is strongly influenced by tourism. Increase in foreign exchange, income and balance of payments is the contribution of the macro sector to tourism and greatly affect the gross domestic product. While, tourism can create job field, involving active role of society, prosperity of people, distribution of income and sustainable regional development.

There are five criteria of reasons for tourists visiting certain tourist objects (Ipatov, 2012) which are socio-economic factors, natural factors, infrastructure, tourism object concept offered by managers, offer from travel agents or hotels. Ortigueira (2011) stated that there are several other factors that cause tourists to visit a tourist attraction such as cultural events, complete knowledge of the agent, individual traveler's motivation, leisure and recreational activities, access to local residences, cultural wealth, inheritance wealth, Historical wealth, protection of heritage, ethnicity, political science and economic power, communication and cultural value barriers, biodiversity protection, landscapes, nature and climate, air travel expenses, safety and comfort during activities. The involvement of cultural attractions, cultural trails and cultural heritage centers as an element of tourism attraction is very important to increase the motivation of tourists to visit a tourist attraction (Li et al., 2014). Transportation as well as good service and marketing can also be considered as barriers. Amanah (2015) also stated that many factors could be considered by tourists when visiting a tourist object, especially zoo, such as animals, hygiene, security, services and facilities. She mentioned that zoo managers need to make some improvements and development to adjust the visitors desires, thus more visitors come to the zoo.

The development of local infrastructure and the acquisition of economic and social benefits by using tourism revenue has been done by many countries. The extension and utilization of the life cycle requires proper local infrastructure planning. For example Poland is a country trying to develop tourism with a planned system. Government policy on tourism is well planned using a five-year budget (Kruczala, 1990). Besides Poland, other countries such as Bulgaria have become the most desirable tourist destinations of tourists visiting the former east bloc country (Pearlman, 1990). Bulgaria has a different approach with Poland in advancing the tourism sector. Bulgaria is focusing on improving infrastructure in developing tourism. In addition, Hinch (1990) stated that developing countries like Cuba and Nigeria also benefit economically by focusing tourism. Cuba implements rigorous tourism planning by trying to meet the needs of tourists and making tourists feel welcome by the local community. On the other hand, Nigeria with a different approach focuses on game attractions in developing tourism that makes Kenya and Tanzania an example of the tourism project (Olokesusi, 1990).

Political, social and economic changes affect the development of a country's tourism. The development of a country is supported by the tourism sector. Therefore, many countries prioritize the tourism sector and heavily in conducting tourism promotion programs. The achievement of government tourism objectives maximally facing various problems so that the government needs to find the right promotional strategy in developing the tourism.

Tourism is the country's foreign exchange earner for Indonesia besides oil and gas. The Government has clearly regulated the tourism in the Presidential Instruction of the Republic of Indonesia Number 9 of 1969, Chapter II Article 3 states "The effort of tourism development in Indonesia is the development of the tourism industry and the development and welfare of society and country". The Presidential Instruction states that Indonesia's tourism development aims:

(1) Increasing foreign exchange earnings in particular and income of the country and society in general, expanding opportunities and employment, and encouraging the activities of supporting industries and other sideline industries,
(2) Introduce and utilize the natural beauty and culture of Indonesia,
(3) Promoting national / international friendship.

Thus, based on the Presidential Instruction, it is clear that state revenues in Indonesia are manifested and enhanced through the development of tourism. Increased foreign exchange becomes the main destination of Indonesian tourism managed by commercial enterprises. Introducing and exploiting natural beauty and culture is also another goal of Indonesian tourism development. The potential is to strongly support the development of Indonesian tourism. Variety of religions, customs, art of various tribes and beautiful landscapes such as the sea, mountains, beaches have become the basis of unique potential that is the main attraction for tourists and can be an element of Indonesia's tourism promotion program. Thus, the Indonesian government needs to develop the tourism sector because of the goals and benefits that can affect the state's economy and people's welfare.

2.4 Research Model

One well-known attitude model is the Fishbein multiattribute attitude model (MAM). The focus of the Fishbein model is to predict an individual's attitude towards a particular object by identifying three main factors. First is the individual's belief in the dominant attribute of a particular object. The second is the strength of individual beliefs about the characteristics of an object. While the third is the evaluation of individual beliefs on attributes that are considered dominant over the attributes of other similar products (Smith et al., 2008). Related to this study, the Fishbein model is used to measure the attitude of foreign tourists based on the beliefs of tourists and attributes in the element of tourism development in Medan. The research model used will be described in the following figure.
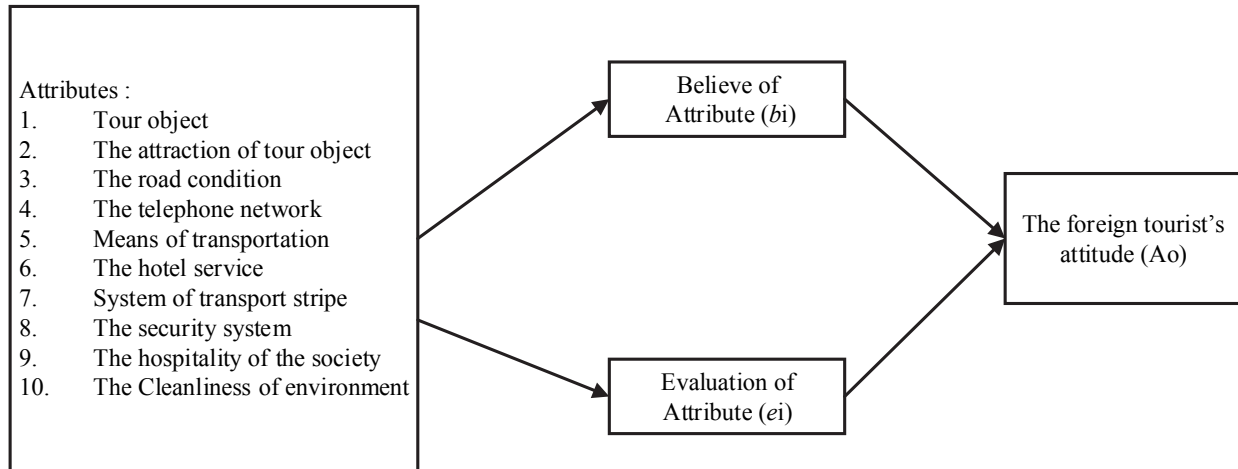
Fig. 1. Research Model

3. Methodology

This research was conducted in Medan, especially in Maimoon Palace. The selection of research location is based on the previous research which states that in general foreign tourists who come to Medan choose Maimoon Palace as their tourist destination. Measurement of tourist attitude using multiattribute model as instrument in this research. Ten attributes serve as an element of tourism development in Medan, viz. tourist object, tourist object attraction, road conditions, telephone network, transportation facilities, hotel services, transportation routes, security, public hospitality and cleanliness. The type of research used is descriptive with primary and secondary data sources. Primary data comes from questionnaires distributed among foreign tourists and interviews with some related parties, while the secondary data is obtained from the literature such as books, journals, magazines, newspapers and so on that are relevant to this research problem. Data collection techniques used in this study were observation, interview, documentation study, and the questionnaire. The questionnaire consists of two parts, the first contains the personal data of the respondent and the second contains information relating to the elements of tourism development in Medan. SPSS program is used to analyze respondent data and Excel program to analyze data on multiattribute model. This research was conducted for one month with 80 foreign tourists as the selected sample with purposive sample method.

4. Results and Findings

4.1 Results

4.1.1 Characteristics of Respondents

Research has been done in Medan, especially in Maimoon Palace. The researcher chooses that place because it is the most visited tourist object by the foreign tourist who visits Medan. Generally, they know that Maimoon Palace is a famous tourist object in Medan. A total of questionnaire collected is 80. The respondent of this research consisted of 38 men and 42 women. While from the age obtained 40 people under the age of 30 years and 40 people over the age of 30 years. Most respondents had the educational background. The total of respondent as a self-employed are 7, employees are 28 and school/university student is 19. Furthermore, the foreign tourists who get information about Medan from friends are 28, from family are 3, from advertisement are 7 and from the others are 42. The number of tourists who visit once are 68 and more than once are 12. Tourists are generally satisfied to visit Medan, that is 75 people are satisfied and the rest 5 people are not satisfied. Foreign tourists from the Netherlands is the largest number of visits to Medan (23 people).

4.1.2 Attitude of foreign tourist based on the elements of the developing of tourism in Medan

This research used a Multi Attribute Model to know the attitude of foreign tourists to the tourist object in Medan. The attributes used to measure the attitude of foreign tourist are the elements of tourism developing in Medan. Based on this model the consumer has belief (bi) and evaluation (ei). Believe is a possibility which believed of the relationship between an object with its characteristics that are relevant. Evaluation reflects how well the consumer to evaluate a feature. The consumer attitude is the multiplication between belief and evaluation for each attribute as shown in Table 1. Table 1 shows that the attribute of the friendly people of Medan obtain the highest score that is 16.38 (in the first position) while the attribute of road condition is in the tenth with the lowest score that is -0.47.

Table 1
Result of Consumer's Attitude

Attribute	Level of Belief (*bi*)	Level of Evaluation (*ei*)	Attitude (Ao = *bi.ei*)	Order Ao
Tour object in Medan	5.50	0.94	5.16	3
The attraction of tour object	5.24	0.65	3.40	7
The road condition in Medan	4.73	-0.10	-0.47	10
The telephone network in Medan	4.50	0.76	3.43	6
Means of transportation in Medan	5.49	0.64	3.50	5
The hotel service in Medan	6.25	1.31	8.20	2
System of transport stripe in Medan	4.54	0.06	0.28	9
The security system in Medan	4.93	0.84	4.12	4
The hospitality of the Medan society	7.66	2.14	16.38	1
The Cleanliness of environment in Medan	4.96	0.21	1.05	8

4.2 Findings

Attitude usually shows a prime role in building behavior. In deciding what brand to buy, in which store, a consumer will choose the brand or store based on the most profitable evaluation. As a consequence, attitude could be a useful marketing goal. Attitude is one of the most important concepts which is used by the marketer to understand the consumer. Assael (2004) combined three types of response (thought, feeling, and action) into the model of the three elements of attitude, the attitude contains the three related components which include cognition (knowledge of the object), affection (evaluation of the positive or negative to an object) and the actual behavior of an object. This research uses a model of multi-attribute of Fishbein. This model is a very useful tool in studying the process of attitude formation and estimate the attitude. In this model, the overall attitude of an object is a function of two factors: belief and evaluation of attributes.

The results have shown the condition of the road is an attribute which is not included as a contribution to the success of tourism in Medan. This is in line with Wieckowski et al. (2014) which states that access to new roads is an opportunity to increase tourism potentials on the border between Poland and Slovakia. So the road is an important attribute for the development of tourism elements in a country. Mirabueno and Yujuico (2014) also argued that most developing countries aim to promote tourism and improve roads. Tourists always consider road access to be selected in reaching destinations in the Philippines. Collaboration between the road infrastructure and the tourism is important and beneficial for the country. It needs good cooperation between transportation service and tourism agency in developing country like Philippines. While the hospitality of the Medan people is an attribute of the developing of tourism trusted by tourist. It shows that foreign tourist believes in general, people are friendly to them.

This is in line with Friwati (2012) who explained that 44.2% of foreign tourist agree that people of Medan are quite friendly. This result also confirmed by Phillips and Jang (2008) who stated that security and friendliness are the most influential components to the cognitive image of tourists in New York city.

5. Conclusion

The foreign tourist's attitude to the elements of the developing of tourism in Medan has shown that the hospitality of the Medan society represents the highest value of the attribute (16.38) which is in the first order, compared with another attributes. The attributes of the road conditions in Medan is an attribute with the lowest value (-0.47) that is the tenth order. This means that the government needs to pay attention to road conditions because that is an attribute with the worst result in this tourist attitude study. If the road improvements are accomplished by the government we could expect an increase on the number of tourists visiting Medan. In addition, the government is advised to improve the existence of transportation so that it could facilitate tourists to reach the tourist object they want. Cleanliness is also considered to be concerned because it is one of the attractions for tourists to visit a tourist object. In addition, tourist object managers are expected to create and enhance the attraction of tourist objects so that tourists can show a positive attitude and is expected to visit again the Medan in the future. The government, especially the cultural and tourism agencies can actually use this result as a reference in formulating the right strategy in developing the tourism of Medan. Thus, it is expected that the tourist object of Medan can become one of the tourist destinations which attracted many tourists both domestic and foreign.

Acknowledgement

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