

**Spend of Money**  
**Case Study Indonesian Muslim Tourists in Mataram City**

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## ABSTRACT

**Purpose** — *The city of Mataram is part of the Key Tourism Area which is classified as a potential area with various very promising halal tourism potential. The aim of this research is to determine the shopping behaviour of halal tourists in Mataram City.*

**Method** — *This type of research is descriptive research with a survey method. The results of this research show that the characteristics of domestic halal tourists visiting Mataram City based on gender are 56% male while 44% female, the area of origin of most tourists comes from Sumbawa, Bima and KSB as much as 44%. Then, 24% of tourists came from Java, 16% from Sumatra, 8% from Bali and NTT and 4% each from Kalimantan and Sulawesi. Tourist income level  $\leq$  2-5 million rupiah 39%, income  $>$  10 million rupiah per month 12%, 500-2 million per month and 5-10 million rupiah per month 30% and 19% respectively*

**Result** — *The reason why tourists visit the city of Mataram is for a holiday, namely 37%, for just walking around and there is no special reason, 21%, visiting for a combination of holiday, entertainment, traveling (no special reason) is 18% and visiting Mataram City specifically is 24%. The accommodation most frequently used while traveling in Mataram City is homestays as much as 39%, using 3 and 4 star hotels as much as 35% and staying in 1 and 2 star hotels as much as 26%. The room choices most often chosen when traveling in Mataram City are 58% room and breakfast, 28% using only the room, 6% choosing a full board room, 4% choosing half board and 4% full package.*

**Novelty** — *The city of Mataram is part of the Key Tourism Area which is classified as a potential area with various very promising halal tourism potential*

**Keywords:** Halal Tourist, Spend of Money, Behaviour

## INTRODUCTION

The world tourism sector which continues to develop has had a real impact on economic growth and an increase in foreign exchange earnings for countries without exception in Indonesia. One effort to strengthen the Indonesian economy and improve the welfare of the Indonesian people is by increasing foreign exchange earnings, where one of the potential sectors is tourism (Riska and Yuli, 2013). In general, tourism development is carried out through infrastructure development, both in the form of roads and bridges and tourism facilities (Moerwanto & Junoasmono, 2017). The tourism sector is considered an alternative sector to boost the Indonesian economy in various ways. The various roles of tourism include, among others, its contribution to: Gross Domestic Product (GDP), foreign exchange earnings, and employment energy absorption (Nugroho, 2020)

As a multidimensional development sector, tourism development has the potential for a relatively large multiplier effect, as a driver of development to increase the country's foreign exchange earnings. In recent years, the contribution of the tourism sector to the national economy has increased significantly. In 2005, the contribution of the tourism sector to total exports of goods and services increased sharply from 10% to 17% in 2012. In total (taking into account the multiplier effect) the tourism sector provided a direct contribution to GDP of 3.8% in 2012, or contributes around 9% of GDP (Ministry of Tourism, 2014).

Even though the growth of the domestic tourism sector is quite good, it is still lagging behind neighboring countries. When compared with other countries in the ASEAN region, Indonesia is still far behind in terms of tourism contribution to foreign exchange earnings. One indicator of the success of the tourism sector which helps the country's foreign exchange is the number of foreign tourist visits. The Kata Data news portal has summarized data on the number of foreign tourist visits to ASEAN countries, from 2008 to 2018, obtained from the ASEAN Secretary. A summary of the data is presented in Figure 1.1.

**Figure 1.** Number of Foreign Tourist Visits to Several Countries in ASEAN (2008-2018)



Source: Katadata (2019)

Based on Figure 1.1, it can be seen that the number of foreign tourists visiting Indonesia is outnumbered by Singapore, Malaysia and Thailand. This is a challenge for the government and business actors in the tourism sector to increase the attractiveness of national tourist attractions. In 2023, the potential contribution of tourism to the ASEAN economy is projected to reach US\$480 billion with an average growth of 5.8% per year, while investment growth in the tourism sector grows around 6.8% per year (UNWTO, 2014). This potential could be a great opportunity for Indonesia to attract more tourists and develop the tourism industry because Indonesia's tourism sector is still below the optimal level when compared to other competitors in ASEAN. The tourism sector can be a growth engine to strengthen the Indonesian economy in the future (Sujai, 2016)

One of the Indonesian government's efforts to improve the tourism sector is by launching the "Super Priority Tourist Destinations" program. Super Priority Destinations are part of the "10 New Balis" program launched by the government. The hope is that these destinations will not only attract tourists, but also foster a creative economic ecosystem that involves local residents (Kemenparegraf, 2021). One of the destinations featured in the program is tourism development in West Nusa Tenggara Province and its surroundings

West Nusa Tenggara (NTB) Province is one of the provinces in Indonesia which in its development is targeted to become a national tourism gateway along with other provinces in the Nusa Tenggara region. NTB Province with the tagline "The Charm of Lombok Sumbawa" has a lot of potential for natural beauty and local culture for local and international tourists. Despite the state of NTB tourism which is struggling from the impact of the natural disaster of the Lombok earthquake in 2018, the tourism sector continues to improve to make efforts to plan improvements and recovery of the creative and tourism industries in NTB. Currently, tourism development has a significant contribution to regional economic development, increasing community welfare and regional income. The success of tourism development performance is demonstrated by the increase in tourist visits both foreign and domestic as seen in the following table:

**Table 1.** Number of Tourist Visits and Average Length of Stay 2015-2019

| Indicator              | Year      |           |           |           |           |
|------------------------|-----------|-----------|-----------|-----------|-----------|
|                        | 2015      | 2016      | 2017      | 2018      | 2019      |
| Tourist Visit          | 2.210.527 | 3.094.437 | 3.508.903 | 2.812.379 | 3.706.352 |
| Foreign Visit          | 1.149.235 | 1.404.328 | 1.430.249 | 1.204.556 | 2.155.561 |
| Domestic Visit         | 1.061.292 | 1.690.109 | 2.078.654 | 1.607.823 | 1.550.791 |
| Length of Stay (Night) | 2,82      | 2,02      | 2,64      | 1,5       | 2,05      |

Tourist visits to NTB Province are currently experiencing fluctuating conditions, resulting in the tourism sector not being optimal in utilizing its potential. To make NTB tourism a tourist destination, the government can formulate appropriate sustainable strategies to attract more tourists, both domestic and

foreign. Sustainable tourism strategies must ensure optimal utilization of environmental resources, respect the socio-cultural characteristics of local communities, and yet provide socio-economic utility to stakeholders (WTO, 2005). This strategy has the aim of emphasizing that stakeholders, not only the government, must be responsible for respecting and preserving the economy, environmental and socio-cultural balance from a tourism perspective (Richins, 2009; Selvi, 2012).

The city of Mataram as part of the Key Tourism Area (KTA) is classified as a potential area with various very promising tourism potentials, namely tourist attraction factors (accommodation; other tourist facilities and services); transportation; infrastructure; as well as institutional elements. These factors, according to Crouch and Ritchie (2003) in Mazanec (2011), are core resources and attractors, supporting factors, destination management factors, management and development factors. destination (destination policy, planning and development), determining qualifying factors (qualifying and amplifying determinants), as well as tourist destination environmental factors (destination environment). These factors determine tourist visits to a tourist destination.

Apart from that, the city of Mataram is known as the city of 1000 mosques and is known as a leading destination. Cultural and historical heritage buildings are still well maintained. Likewise with the potential for shopping tourism, especially craft products along Jalan Pagesangan, Cilinaya and Sayang- Sayang. Potential for religious and cultural tourism areas in Kel. Mayura and Ampenan Tengah. The strength of religious and cultural values can be seen from the people of Mataram City who still uphold the order of life of a cultural society, which is reflected in their traditional, linguistic, social and Islamic arts activities. This of course also strengthens the image of Mataram City as a "religious" tourist destination.

It is hoped that this privilege will further strengthen the quality of tourism destinations, industry and institutions in Mataram City. In order to realize this target, measurable and continuous efforts and cooperation from various interested parties are needed. The capital of NTB Province, namely Mataram City, is a strategic area.

**Table 2.** Number of Tourism Businesses for Each City/Regency

| No         | Regency/City  | Star Hotel | Homestay/AirBnb | Restaurant  |
|------------|---------------|------------|-----------------|-------------|
| 1          | Mataram       | 29         | 124             | 262         |
| 2          | Lombok Barat  | 38         | 163             | 251         |
| 3          | Lombok Utara  | 5          | 717             | 338         |
| 4          | Lombok Tengah | 6          | 107             | 91          |
| 5          | Lombok Timur  | 3          | 144             | 189         |
| 6          | Sumbawa Barat | 1          | 35              | 217         |
| 7          | Sumbawa       | 7          | 53              | 144         |
| 8          | Dompu         | 0          | 36              | 29          |
| 9          | Bima          | 1          | 16              | 31          |
| 10         | Kota Bima     | 0          | 22              | 218         |
| <b>Sum</b> |               | <b>90</b>  | <b>1417</b>     | <b>1770</b> |

Based on Table 1.2, it is known that the City of Mataram is in third place in terms of total businesses in the tourism sector, but in Table 1.1 there are no details on the demographics, behavior and spending value of tourists. If tourist demographic data and spending details are known, tourist segmentation can be made as well as recommendations for product offerings related to tourism. Tourist segmentation can increase the convenience and accuracy of offering goods and services related to tourism. The data needed to create segmentation and understand tourist behavior can be obtained by surveying tourist spending (spend of money).

Tourist spending can be categorized based on factors that influence their behavior. Shopping as an important component in traveling is a mixture of perceptions of products, services and places (Tosun, Temizkan et al. 2007). Tourists who come to a destination within a certain period will spend their money to meet their living needs while they are at the tourist destination (Nurhidayati, 2011). Tourist spending and consumption, especially shopping tourists, have attracted the interest of many scholars and practitioners due to the significant impact shopping contributes to the national economy, tourism industry and retail sector (Katyapornpong and Miller, 2012)

To measure the consumption patterns of tourists visiting Mataram City, a survey and study will be carried out on Spend of Money (SoM). The SoM expenditure pattern is a general description of all tourist expenditure during the tour. Tourist expenditure is the amount of expenses or costs incurred during a trip. These expenses are differentiated based on:

Accommodation is all expenses incurred for accommodation and expenses for food and drink which cannot be separated from accommodation.

1. Eating and drinking are all food and drink expenses during the trip. Domestic flights are flights spent within the destination country used during travel.
2. Local transportation is expenditure on local transportation used while in the destination area, in this case the transportation used is land and sea/crossing transportation
3. Shopping is expenditure incurred for shopping for necessities while in a tourist destination area. Souvenirs are expenses for souvenirs purchased in the destination area to be taken back to the area.
4. Entertainment is expenses for entertainment carried out while in the destination area, such as going to cafes, karaoke, and others.
5. Health and beauty are expenses incurred for health and beauty purposes, in this case spa expenses are included.
6. Education is expenses for education or courses at the destination.
7. Local tour packages are expenses for tour packages purchased in the destination area
8. Excursions are expenses for entrance fees to commercial tourist attractions.
9. Guide service is expenses for guide tips.

Data from tourism shopping surveys in Mataram City can be used to determine tourists' perceptions of tourism-related products and to determine tourist behavior when traveling in Mataram City. The results of the analysis can provide empirical information and help stakeholders provide an overview of the tourism industry. So, by paying attention to this, it becomes important to understand the condition of the tourism sector so that it can be used to develop strategies for developing the tourism sector which can ultimately generate greater income.

This research focuses on seeing how the behavior of Indonesian Muslim tourists in Mataram City. This research aims to find and measure the level of tourists' willingness to stay and spend money in a destination, which will be interesting and help provide an overview for stakeholders in the tourism industry. This is an important question to be formulated, so that in the future players in the tourism industry can determine more optimal target markets than before as a form of strategy to increase the contribution of the tourism industry, especially in an effort to increase regional income.

## **METHOD**

This type of research is descriptive research with a survey method. Descriptive research is a form of research aimed at describing or depicting existing phenomena systematically, factually and accurately regarding the facts and characteristics of a particular population or area. Survey research methods are used to obtain or collect information data about large populations using relatively smaller samples. The population in this study are Muslim tourists who come from within the country. This research sample is a portion of the population that has the same characteristics as the population. In this study the sample size was rounded to 100 respondents. The sample criteria in this study are as follows:

- 1) Muslim
- 2) Aged 17 years and over (except those who are married);

- 3) visiting Mataram City for tourist purposes and staying in Mataram City for no more than 180 days (6 months);
- 4) Tourists have completed at least 75% of their journey and will leave Mataram City
- 5) For tourists who come in groups, couples or families, only one person is selected as the respondent.

## RESULT AND DISCUSSION

### Description of Respondent Profile

The respondent demographics described are the respondent's address, which includes the respondent's gender, area of origin and the respondent's income level. These variables are described in the following subsection.

#### Gender

Based on the research results, it was found that the number of men and women was not too different. There are slightly more men than women with a percentage of 56% while women are 44%. These numbers are not very different, indicating that there is no gender bias in giving opinions by respondents. Thus, the information obtained can be assumed to represent women and men.

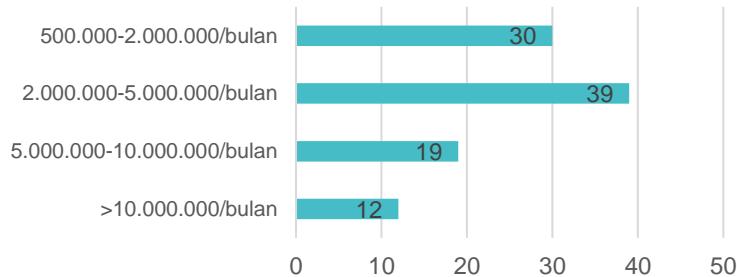
#### Origin

Regional origin is the area of origin of tourists visiting Mataram. Regional origins are divided into 5 categories, namely Bali and NTT, Sumatra, Java, Kalimantan, Sumbawa, Bima, KSB and Sulawesi. Most respondents came from Sumbawa, Bima and KSB as much as 44%. Then, 24% of tourists came from Java, 16% from Sumatra, 8% from Bali and NTT. The fewest tourists from Kalimantan and Sulawesi come from 4% each.

#### Income Level

Income level refers to monthly income which is divided into 4 categories, including IDR 500,0000 - IDR 2,000,000, IDR 2.000.000 – IDR 5.000.000, IDR 5.000.000 - IDR 10.000.000 and > IDR 10.000.000.

**Figure 2. Income Level**



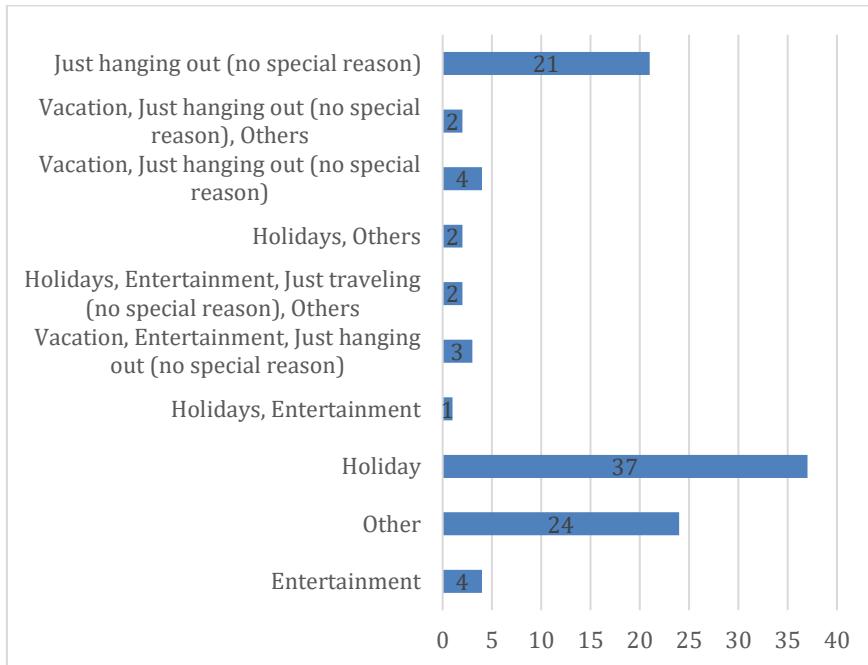
In Figure 1.2 shows percentage of respondents' income levels. According to the graph above, the most respondents were those with an income of  $\leq$  2-5 million rupiah is 39%, while the least were those with an income of > 10 million rupiah per month is 12%. Respondents earning 500-2 million and 5-10 million rupiah per month were 30% and 19%.

### Description of Tourist Characteristics

Description of Tourist Characteristics refers information about the main reason for visiting, main transportation when going to and while in Mataram City, accommodation or place to stay while in Mataram City and the first time traveling.

#### The Main Reason to Visit Mataram

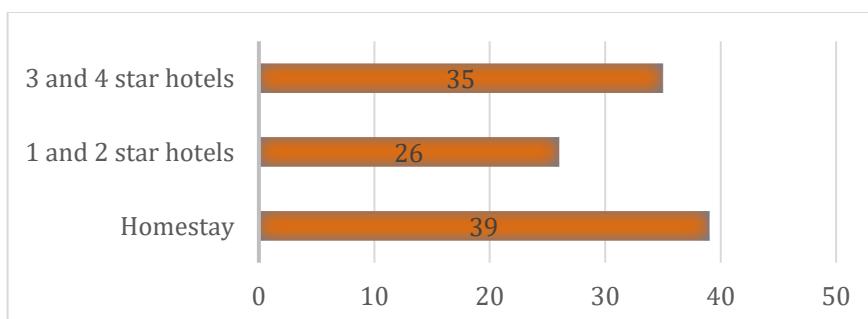
**Figure 3. The Main Reason to Visit Mataram**



Based on Figure 1.3 indicates the most common reason is for vacation with 37%, respondents who visited Mataram City just for sightseeing and no special reason were 21%, respondents who visited for a combination of holiday, entertainment, traveling (no special reason) were 18% and respondents who did not mention a reason for visiting Mataram City specifically is 24%

#### Accommodation Used

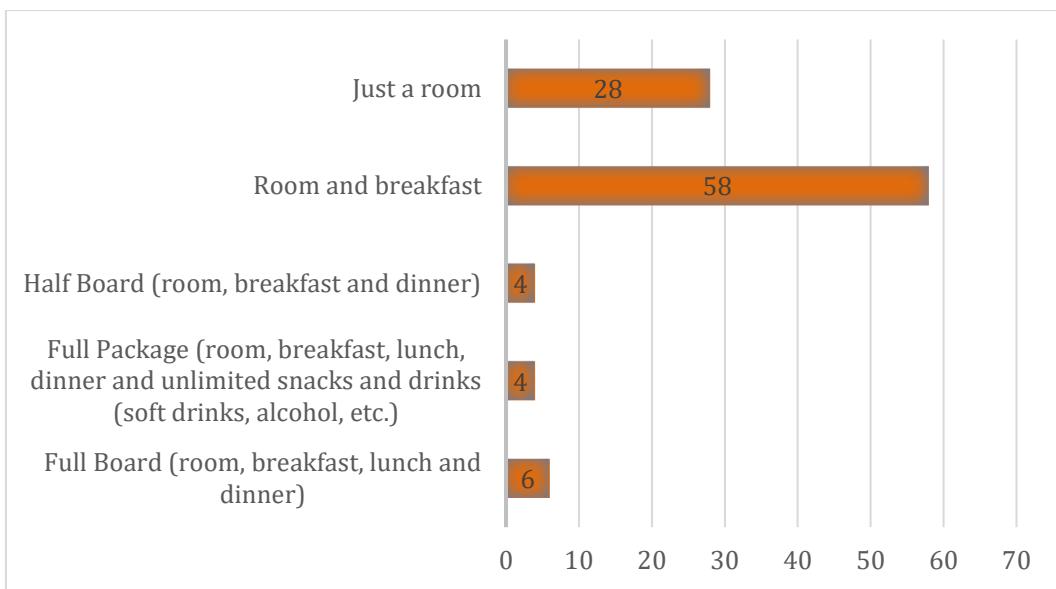
**Figure 4. Accommodation Used**



Based on Figure 1.4, it is known that the accommodation most frequently used while traveling in Mataram City is homestay at 39% respondent, meanwhile 35% of respondents chose to use 3 and 4 star hotels and 26% of respondents chose to stay in 1 and 2 star hotels.

#### Choice of Rooms while Traveling

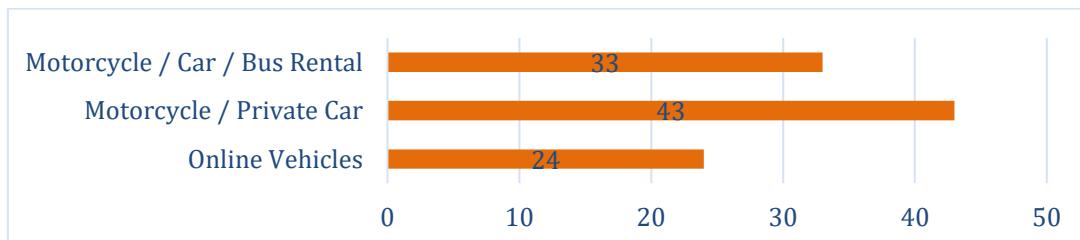
**Figure 5. Choice of Rooms while Traveling**



Based on figure 1.5, the room option most often chosen when traveling in Mataram City is room and breakfast at 58%. Respondents who chose to use only the room were 28%, respondents who chose full board rooms (room, breakfast, lunch and dinner) were 6%, respondents who chose half board (rooms with breakfast and dinner) were 4% and only 4% of respondents had a full package (room, breakfast, lunch, dinner and unlimited snacks and drinks).

### Transportations

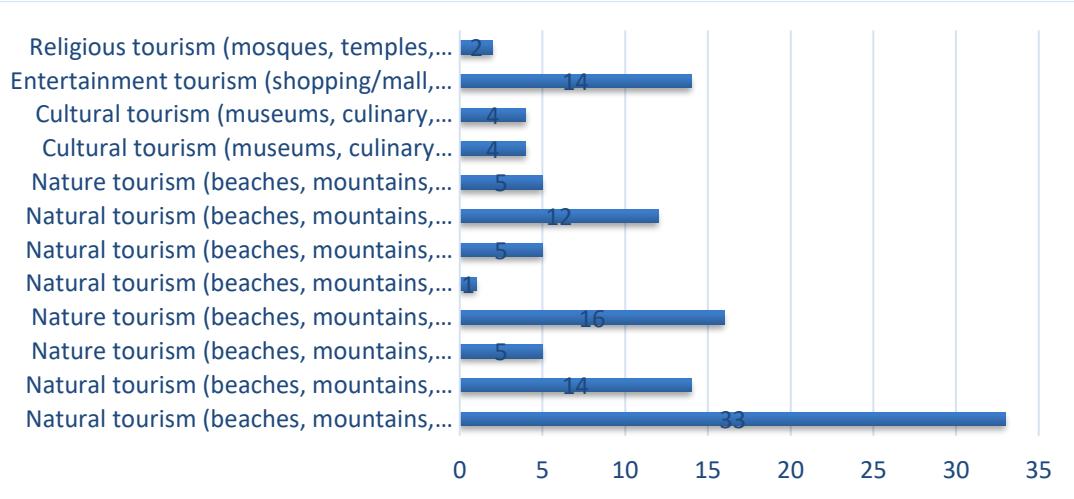
**Figure 6.** Transportations



Based on Figure 1.6 , it shows that private cars/motorbikes are the main transportation with 43% of users. Respondents who used rented cars/motorbikes/buses as main transportation were 33% and 24% chose online vehicles.

### Tourist Attraction Preferences

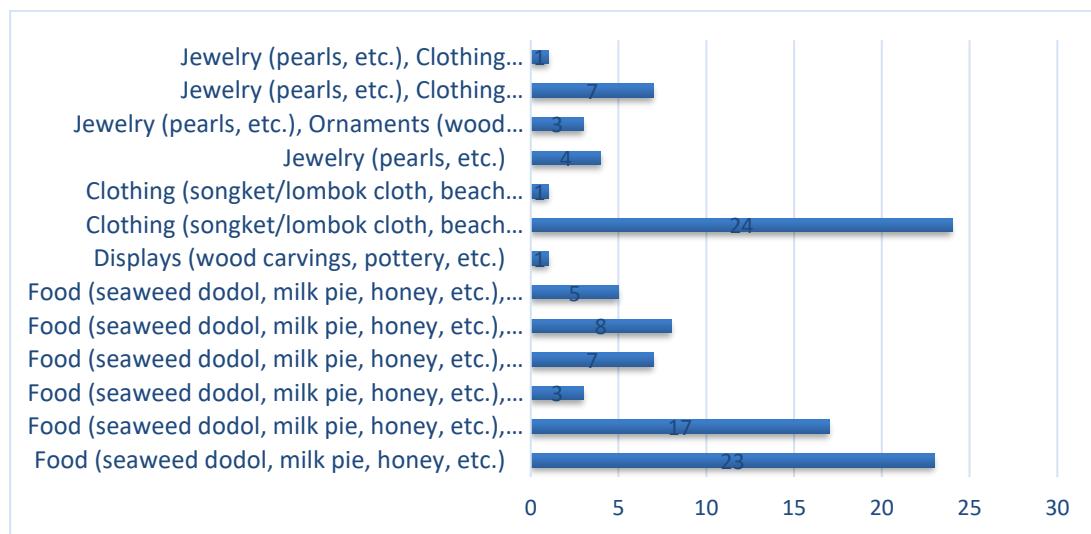
**Figure 7.** Tourist Attraction Preferences



Based on Figure 1.7, it shows that natural tourism is the main tourist destination preference with 33% of respondents choosing it. 13% of other respondents chose tourist destinations to see natural tourism and cultural tourism, 12% of other respondents chose to visit Mataram City to see natural tourism and entertainment. Another 43% of respondents chose a combination of natural, cultural, religious and entertainment tourism

#### Preferensi Gift/Souvenir

**Figure 8.** Preferensi Gift/Souvenir



Based on Figure 1.8, it shows that clothing is the most popular souvenir choice for 24% of tourists. Food choices such as seaweed dodol, milk pie and honey are the second favourite souvenir choices for 23% respondent . 17% of respondents chose a combination of clothes and food to make souvenirs. Another 36% of respondents chose a combination of food, clothing, jewellery and decorations to make souvenirs.

#### Spend of Money

This sub-chapter contains information about the size of the tourist budget for traveling to Mataram City. This sub-chapter also explains the budget for accommodation, budget for transportation, budget for food and drink, budget for personal needs, budget for tourist activities and budget for buying souvenirs/gifts. These variables are described in the following sub-chapter

**Table 3.** Spending Value of Indonesian Tourists in Mataram City

| Component                 | Lowest (IDR) | Highest (IDR) | Average (IDR) |
|---------------------------|--------------|---------------|---------------|
| <b>Food and drink</b>     | 10.000       | 150.000       | 75.450        |
| <b>Transportation</b>     | 50.000       | 500.000       | 197.250       |
| <b>Accommodations</b>     | 50.000       | 1.000.000     | 394.000       |
| <b>Individual needs</b>   | 50.000       | 1.000.000     | 294.000       |
| <b>Tourist Activities</b> | 5.000        | 500.000       | 25.400        |
| <b>Souvenir</b>           | 50.000       | 5.000.000     |               |
| <b>Total Budget</b>       |              |               | 986.100       |

Based on Table 1.3 it shows that the cost of food and drink is IDR 75,450, local transportation for Mataram City is IDR 197,250, and tourist activity attraction tickets are IDR 25,400. The average of total spending during the visit was IDR 986,100. However, assuming that IDR 986,100 divided by the length of stay of 1.13 days is IDR 872,655.

## CONCLUSION

Recommendations that can be given are as follows:

1) The role of tourist visits and length of stay of tourists is expected to continue to be increased over the following year; 2) Tourism promotion in Mataram City should be done more creatively on social media; 3) The quality of star hotel facilities and services in Mataram City needs to be maintained and improved.

The strategies that can be given are as follows: 1) Creation of synergy between the private sector and the Mataram City Government in maintaining existing tourist attractions so that tourism offers have quality over quantity; 2) The City of Mataram creates a plan for travel patterns which are divided into religious tourism travel programs, cultural heritage tourism travel programs, etc; 3) The need to segment and photograph tourist behavior; 4) Activating brand management to strengthen the brand positioning of the City of Mataram; 5) The Mataram City Government strengthens digital communication platforms and provides assistance in managing digital content; 6) The Mataram City Government develops new attractions, especially for night tourism, and completes the operational details of existing attractions, including for example tourist villages, etc.

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