Factors Affecting the Purchase Behavior:
A Case Study on International Tourists
in West Java Indonesia

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ABSTRACT

This study aimed to examine the effect of predictor variables (Age, Gender, Main Purpose, Frequency Visiting, Length of Stay, Traveling Partner, and Kind of Accommodations) with tourist's expenditure during the tour in West Java Indonesia. Data was collected from Passenger Exit Survey in Husein Sastranegara Airport on the period of September to October 2013. The result is the relationship between the predictor variables with tourist's expenditure has a weak relationship, with great influence a total of 16.90%. While 83.20% of tourist's expenditure variables influenced by other variables outside Age, Gender, Main Purpose, Visiting Frequency, Length of Stay, Traveling Partner, and Kind of Accommodations.
Keywords: Purchase Behavior, International Tourists, Tourist's Expenditure, West Java

1. INTRODUCTION

Tourism today is an absolute necessity of human being, no exception either tourist or the community around tourist destination. Tourist need to satisfy his desire, while the communities around the site hope to have positive implications of increased income and welfare. This phenomenon should be a concern aides as mandated policy that national tourism development is directed into the leading sectors and is widely featured will be interpreted as the largest foreign exchange earnings that will encourage economic growth, increase local revenues, empowering the community's economy, expanding employment and business opportunities.

Indonesian Government attention to the tourism sector is manifested in various government policies, one of which is the Medium Term Development Plan Year 2004-2009, explains that one of the targets to increase non-oil sector is to increase the contribution of tourism in foreign exchange earnings so that the tourism sector is expected to be one of the major income. Based on this, the tourism development policies directed at increasing the effectiveness of marketing through promotion and development of tourism products and increase synergies in tourism services.

As a prospective industry, efforts to develop tourism to promote economic progress of the nation carried out by various countries, including Indonesia. Tourism development programs into one national development program in Indonesia that continuously to the attention of the central government and local governments as well as being one of the mainstays of the Government in restoring the nation's crisis.

At this time, the position of the tourism sector to be one of the leading sectors that can increase foreign exchange as a commodity supporting oil and non-oil exports. The development of the tourism sector do because it can provide a substantial contribution to the revenue of the country and besides that tourism activities are closely related to the unique resources of a tourist destination that is in the form of natural attractions and cultural charms. Law of the Republic of Indonesia Number 10/2009 on tourism outlined that tourism development should be increased to expand employment and business opportunities, increase foreign exchange earnings as well as introducing the cultural nature of the Indonesian nation.

Passenger Exit Survey (PES) conducted by Bank Indonesia Regional Office VI (West Java and Banten) in collaboration with Bandung Institute of Tourism in Husein Sastranegara Airport in 2013 during the period of September to October (low season) has been informed in respect of foreign tourists during the tour in West Java.

One of the information obtained from the Passenger Exit Survey (PES) is with respect to the amount of money spent by tourists and business addresses in West Java, as shown in the table below 1 beside it.

Table 1: Foreign Tourist's Expenditure Components during Located in West Java

Description For Spending In West Java	n	Amount (USD)		Q (Person)	
		Total	**Average**	**Min**	**Max**
a. Accomodation	236	108,404	383	1	7
b. Food & Beverage	275	17,917	54	1	7
c. Domestic Flight (if took any flight from Bandung)	10	1,050	87	1	2
d. Local Transportation-within West Java (inc. Bus, Rent Car/Motorcycle, Taxi, etc)	235	12,567	45	1	7
e. Shopping & Daily Needs	270	76,181	235	1	7
f. Souvenirs	192	26,408	115	1	3
g. Entertainment (Inc. Bar, Cafe, etc)	122	8,394	57	1	2
h. Health & Beauty (Inc. Spa)	42	1,987	39	1	2
i. Education	2	105	44	1	1
j. Local Package Tour	26	5,209	167	1	7
k. Sightseeing	94	2,942	26	1	7
l. Guide Service	8	125	1	1	7
m. Telecommunication (Inc. Pulse, Internet, etc)	121	1,945	13	1	7
n. Others	8	329	34	1	7
Total	-	263,562	699	-	-

From table 1 above, it appears that the foreign tourists visiting West Java (n = 314), was the amount of money spent by foreign tourists during the period of 3 (three) months to reach 263,562 USD, or an average expenditure per person around 699 USD, or the average length of stay of about 4 days is 108,404 USD or the average expenditure per person per day is about 383 USD.

Based on the above data exposure, there should be a further study on the factors that influence foreign tourists in their purchases while in West Java, in order to obtain useful information in relation to the planning of tourism, where the availability of information from various dimensions is necessary as a basis of decision making.

2. LITERATURE REVIEW

2.1. Tourist Destination Definitions

Destination is a place that has a limited form of real or based on perception, whether it be physical limitations (island), politically, or based on the market (James Spillane, 1994; Oka A. Yoeti, 1997; Kotler, Bowen and Makens, 1998).

Hadinoto (2007) defines destination as a specific region selected by a visitor where he could stay for a certain time. The word "home" can also be used for a planned area, which partially or completely (self-contained) with amenitas travel products and services, creation facilities, restaurants, hotels, attractions, leisure and retail outlets that takes visitors.

2.2. Tourist Attraction Definitions

According to Gunn (1988), tourist attraction is the development of a physical object which in turn can provide the needs of the market, where the placement and management should be able to grow a tourist trip satisfaction. In planning, physical resources can be grouped into two categories. The First; natural resources (natural resources), such as: climate, natural resources, flora and fauna is a strong basis for many attractions. Second; artificial resources (man-made); heritage sites, tradition / culture, is the basis for the development of other attraction in the travel segment.

Things can be changed at any time. It is very important to put the physical attraction is a change every time because of two things. First: the characteristics of this place may change due to the change of the condition of the city, the quality of resources such as water resources, flora and fauna, and it all will affect the success of the tourist attractions on offer. Second: the impression and interest visitors can go up or down over time. It is highly influenced by social, economic, development policy in general, and the tendency of the current model.

The location factor in the handling of the attractions. Although the geographical spread of the attractions are not homogeneous in the region, the development of 3 (three) main things that need to be considered in the handler attractions. The First; air, land, and water access for connecting to the place of origin of visitors (accessibility). Second; all tourist attractions can be connected with the closest major city as a tourist service center. Most of the types of services used by tourists is also can be used by the population, which in turn will all be like placement with respect to the addition of city facilities for the services of restaurants, shows, and even the hotel. Third; things that need to be considered in the placement location is within the affordability of the main sources of assets with city attractions nearby, especially in anticipation of the arrival of visitors in large numbers and simultaneously. The easier reach to tourist sites, the more is also a tourist attraction that is known to try visit.

Points require emphasis handling capacity. Handling and good and proper management can prevent problems of saturation visitors. Physical and socio-cultural environment, and management into consideration in determining the type and capacity needs.

2.3. Tourist Attraction (Supply Side)

According to Inskeep (1991) tourist attractions can be divided into:

a. Natural attraction: Site of Attraction include such climate, scenery, flora and fauna, or historic sites, as well as the form of the activities of Attraction Event MICE (Meeting, Incentive, Conference, Exhibition), or sporting events such as the Olympics, world cup, etc. What is meant here is the physical nature, fauna and flora. Although as a tourist attraction three always act together, even usually also together with culture and human capital, but of course there is one of the prominent role of capital.

b. Cultural attraction: based on human activities such as bull-races, cremation, sekaten, megeret pandanus, burial in Terunyan, and others. What is meant here is the culture of culture in its broadest sense includes not only high culture such as art or livelihood palace and so on. But also includes the customs and habits of all living in the midst of a society; way dressed, the way he talked, activities and so on, as well as all the behavior and work (act and artifact) a community. Not only culture that is still alive, but also the culture in the form of relics or historical places.

c. Special types of attraction: This attraction is not related to the above categories but are artificial attractions such as theme park, circus, shopping.

2.4. Tourist Attraction (Demand Side)

According to Gunn (1988) and Mill Morrison (1985), travel system is the relationship between supply (supply) and demand (demand). Residents are willing and capable of traveling, or in other words tourists, as the demand for, and terms of offers are various types of modes of transport, tourist attractions, facilities and services for travel and also the provision of information and tourism promotion.

Demand as an important aspect in the development of tourism boosted by Seymor opinion of Gold (1980) which states that one of the most important elements and should be understood in recreation planning is the concept of demand, because of the growing skepticism about the terms of quantitative techniques similar request by means of reflection interest or participation in recreation. Initial interpretation of the demand is what people will or can do when given a choice. In the objective of behavioral scores for recreation, planners take two approaches to estimating recreation demand. The first oriented planners thinking about what people should do and the second to tell what people want. The difference between an attempt to predict what people want or should be done is a difference equal emphasis on demand.

The demand for these facilities has three levels, namely:

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a. Oriented National Policy. Recreation is a social activity. Wisdom which regulates the recreation must be viewed from the impact or influence on other social and economic aspects. Recreational wisdom not only see the effect of source facilities and programs provided to fill spare time, but also closely linked to the wider range as an important national issue such as population growth, economic development, energy conservation and cultural change. Although recreation planners have a better understanding of the demand for recreation, coordination between local and national discretion is appropriate that important.

b. The application of alternative types of recreation within this element there is a choice about the type, quantity and location of recreation planning to be done. Here it takes a planner who understands and he had to find out what people actually want, and what the best alternative to fulfill that desire is. Aspects of recreation demand requires: (1). Categories of sources, facilities and programs are provided; (2) .Strategy for estimating tasks, and operational costs; (3) Implementation of the program or priority; and (4) Distribution, access and effectiveness of the resources available to the general public or specific groups of people.

c. The demand for certain recreational sites. The purpose of recreation planning is to create opportunities or alternative community to conduct activities at a particular location. Planning on specific locations include the estimated demand for help choosing the best location and give the best of recreation resources. Facilities, programs and detailed identification of potential users of the site characteristics are the basis of the estimated demand for location, facilities and recreation programs. Each place has a particular emphasis and its own advantages both socially and physically.

There are 3 types of requests that are based on the use, design and management of a recreation area, namely:

a. Latent demand, is already inherent recreation demand and in the community, but not reflected in the use of existing facilities. This request type selection model based on free time (leisure time). This request is based on the type of expert opinion that the offer (supply) creates demand, people will use they opportunities if they are provided, and the task planner to provide a wide range of different alternatives.

b. Induced demand, is latent demand can be stimulated or stimulated from the condition of the general public (public) through means of mass media and the educational process. Induced demand predisposes a person to change the habits of recreation with a tool that is considered effective.

c. Expressed demand is the use of or participation with respect to existing recreational options. Here will be described what people are doing based on what they like to do (latent demand) or conditioned to do (induced demand).

2.5. Factors Affecting Demand

Patterns of recreational demand are conditioned by the following variables (Gold, 1980):

a. The season of use, is use the holiday season according to the work / school, vacation, and habits.

b. The period of free time or time budget of community based lifestyle, marital status and culture.

c. The geographical distribution (territorial) from users and sources of recreation.

d. The level of participation of certain population groups or the general public for a particular activity.

According to Mill and Morrison (1980), there are several socioeconomic variables that affect the demand for tourism, namely:

a. Age

The relationship between tourism and age has two components, namely the amount of time associated with the age level, and activities conducted on each of these age levels. The amount of free time in the form of a linear curve, the youngest group and the oldest group had a proportion greater leisure time. There are several differences between the older patterns-less with the young group. This may be due to factors of income, so that the younger groups are more options and alternatives in the tour.

b. Income

Income is an important factor in shaping the demand for traveling. Not only the journey itself that is costly, but also must be issued for services obtained in a tourist destination, and in all the activities undertaken during the journey. In

general, large revenues associated with higher education, with a particular job and to a certain age group. Can be exemplified, for example, a family whose parents are both working will affect their income level and their effect on travel demand. However, it was realized that their expenses are still divided according to certain priorities.

c.   Gender

Here there were many similarities than differences in the provision of spare time, both men and women. But there is a trend of more women performs cultural activities (cultural activities), whereas men are more like recreation in the open (outdoor recreation) or sports.

d.   Education

The close relationship between education and income described above. Education level also affects the type of spare time used in the selected drive. In addition, education can be a motivation for the journey taken, or it can be concluded that the level of education affects one's view and provide more options that can be taken someone.

According to Pearce (1998) and Pitana (2005), argues that the travelers to travel motivated by several factors, namely: physiological needs, security, social, prestige, and self-actualization. Factors push and pull for a tour it is important to be known by anyone who is involved in the tourism industry (Pitana, 2005). With the driving factor, then someone wants to travel, but it is unclear where the area to be addressed. Various factors driving someone to travel according to Ryan, (1991) and Pitana (2005), describes it as follows:

a.   Escape. Want to escape the perceived environment drab, or saturation of daily work.

b.   Relaxations. The desire for refreshment, which is also associated with motivation to escape above.

c.   Play. Want to enjoy the excitement, through a variety of games, which is the reappearance of childishness, and escape for a moment of serious affairs.

d.   Strengthening family bonds. Want to strengthen kinship, especially in the context of (visiting, friends and relatives). The tour usually done together (Group tour)

e.   Prestige. Want to show prestige, by visiting destinations that shows the class and style of life, which is also an impetus to improve the status or Social Standing.

f.   Social interaction. To be able to perform social interactions with peers, or by the local communities they visit.

g.   Romance. The desire to meet with people who can provide a romantic atmosphere or to satisfy the sexual needs.

h.   Educational opportunity. The desire to see a new, study the other person and / or other areas or know of other ethnic cultures. It is the dominant driving force in tourism.

i.   Self-fulfillment. The desire to find your self, as yourself can usually be found at the time we find a new area or people.

j.   Wish fulfillment. The desire to realize dreams, long aspired, to sacrifice themselves in the form of savings, in order to make the trip. It is also very clear in the course of religious tourism, as part of a strong desire or urge from within.

3.   RESEARCH MODEL AND HYPOTHESES

3.1. Research Model

The Research Model of this study is shown on Figure 1 below:

Hypotheses
The hypotheses of this study are as follows:
   H1 : Age has a strong relationship with International Tourist's Expenditure
   H2 : Sex has a strong relationship with International Tourist's Expenditure
   H3 : Main Purpose has a strong relationship with International Tourist's Expenditure
   H4 : Visiting Frequency has a strong relationship with International Tourist's Expenditure
   H5 : Length of Stay has a strong relationship with International Tourist's Expenditure

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H6 : Traveling Partner has a strong relationship with International Tourist's Expenditure
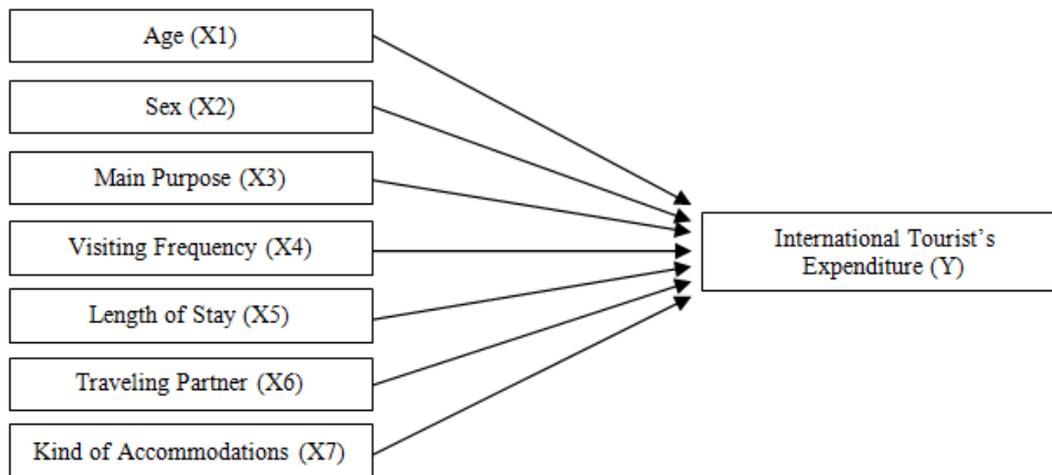H7 : Kind of Accommodations has a strong relationship with International Tourist's Expenditure

Figure 1 Research Model

4. RESEARCH METHODOLOGY

4.1. Research Paradigm

The study was conducted by using quantitative methods (descriptive verification), the research aims to get an idea of the extent to which has become a cultural tourism awareness in people's everyday life in the city. Verification means will do some testing on a variety of data with the aim to see the difference in the results of the implementation of tourism awareness in various Tourism Business Unit or the various tourism stakeholders in the city of Bandung. The data obtained is analyzed by using the techniques of descriptive statistical analysis and Multiple Classification Analysis (MCA)

4.2. Sample

Object is an individual survey of foreign tourists visiting Husein Sastranegara Airport with purposes other than work. The selection of the sample is based on the nationality composition of tourists (country of origin) who visited the region of West Java through Husein Sastranegara Airport, which is as follows:

Table 2: Sample Size

No.	Country	Number of Respondents
1	Singapore	58
2	Malaysia	220
3	Japan	1
4	South Korea	2
5	Taiwan	3
6	China	2
7	India	1
8	Philippines	2
9	Hong Kong	2
10	Thailand	1
11	Australia	3
12	USA	2
13	England	2
14	Netherland	2
15	Germany	1
16	France	1
17	Russia	1
18	Saudi Arabia	1
19	Egypt	1
20	UAE	1
21	Bahrain	1
22	Others	6

Total	314

5. DATA ANALYSIS AND RESULTS

Given all the independent variables (X) nominal scale, then to find the beta (b) it must first be created dummy variables, where variables are entered into the equation and used as the basic category will be given a weight of 1, and beyond that category is weighted 0. To avoid error calculated using the formula manually, the calculation of the beta coefficient (b) the author uses tools-IBM SPSS version 22.0 in order to obtain the results as presented in Table 4 below:

Table 4: Dummy Variable Regression Coefficients for Tourists Profile

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13936989.717	5105690.345		2.730	.007
Early Mature	-1301012.168	2186727.384	-.104	-.595	.552
Mature	-570714.076	2241590.863	-.044	-.255	.799
Male	-1260431.061	653093.497	-.111	-1.930	.055
Leisure	939120.042	3231829.722	.079	.291	.772
Visiting Friend	-1416297.564	3432387.906	-.070	-.413	.680
Business	570980.710	3317799.101	.038	.172	.863
MICE	-1056252.388	3504246.112	-.040	-.301	.763
Official Mission	3391607.579	4223514.239	.067	.803	.423
Health	-4319904.551	5045565.434	-.061	-.856	.393
Education	-4192130.743	3849656.159	-.109	-1.089	.277
Once	435346.087	929273.694	.036	.468	.640
Twice	-756918.671	889251.086	-.064	-.851	.395
Three Times	305870.599	1163385.313	.018	.263	.793
Short	-3992955.170	2338514.901	-.352	-1.707	.089
Medium	-2620506.423	2337535.330	-.230	-1.121	.263
None	2278614.833	2206202.489	.187	1.033	.303
Family	3102173.422	2255732.134	.244	1.375	.170
Friends	1812955.636	2195594.527	.157	.826	.410
Classified hotel	-3404214.562	1729245.654	-.299	-1.969	.050
Non Classified hotel	-3512138.543	1790477.804	-.258	-1.962	.051
Residence of friend	-5519917.602	1936317.736	-.383	-2.851	.005

Furthermore, in recognition of Multiple Regression equation above, it can be seen the amount of influence variables independent (predictor) which consists of Age Tourists (X1), Gender (X2), the Main Purpose (X3), Frequency Been (X4), Length of Stay (X5), Traveling Partner (X6), and Variable Kind of Accommodation (X7) good overall / jointly or

each variable on purchase behavior Tourists visiting West Java during the period of 3 months (September-October 2013) case.

Table 5 below presents a summary of the results of data processing for 7 (seven) dummy variables defined as predictor variables buying behavior in this case is foreign tourist expenditure while in West Java. This table presents data on the sample size, proportion, beta, MCA, and Adjusted Mean for sub dummy variables, which includes variable Age Tourists (X1), Gender (X2), the Main Purpose (X3), Visiting Frequency (X4), Length of Stay (X5), Traveling Partner (X6), and Kind of Accommodation (X7).

Table 5: Dummy Variable Regression, Classification Double Coefficient, Adjusted Mean, F-test

VARIABEL	n	p	b	MCA	Adjusted Mean
Age:					
- Early Mature	224	0.713	-1301012.168	-222044.0344	7,621,299
- Mature	83	0.264	-570714.076	508254.0576	8,351,597
- Old	7	0.022	*	1078968.134	8,922,311
F panel =	**1.447**	**p =**	**0.2370**		
Sex :					
- Male	160	0.510	-1260431.061	-618173.1955	7,225,169
- Female	154	0.490	*	642257.8655	8,485,601
F panel =	**3.458**	**p =**	**0.0640**		
Main purpose :					
- Leisure	203	0.646	939120.042	485612.9333	8,328,956
- Visiting Friend	27	0.086	-1416297.564	-1869804.673	5,973,538
- Business	53	0.169	570980.71	117473.6013	7,960,816
- MICE	15	0.048	-1056252.388	-1509759.497	6,333,583
- Official Mission	4	0.013	3391607.579	2938100.47	10,781,443
- Health	2	0.006	-4319904.551	-4773411.66	3,069,931
- Education	7	0.022	-4192130.743	-4645637.852	3,197,705
- Others	3	0.010	*	-453507.1087	7,389,836
F panel =	**3.288**	**p =**	**0.0020**		
Visiting Frequency:					
- Once	104	0.331	435346.087	514480.2929	8,357,823
- Twice	108	0.344	-756918.671	-677784.4651	7,165,558
- Three Times	38	0.121	305870.599	385004.8049	8,228,347
- More Than Three Times	64	0.204	*	79134.20592	7,922,477
F panel =	**1.022**	**p =**	**0.3830**		
Length of stay :					
- Short	167	0.532	-3992955.17	-692589.1858	7,150,753
- Medium	141	0.449	-2620506.423	679859.5612	8,523,202
- Long	6	0.019	*	3300365.984	11,143,709
F panel =	**5.806**	**p =**	**0.0030**		
Traveling partner :					
- None	98	0.312	2278614.833	835308.7934	8,678,651
- Family	85	0.271	3102173.422	835308.7934	8,678,651
- Friends	124	0.395	1812955.636	-453908.9926	7,389,434
- Others	7	0.022	*	-2266864.629	5,576,478
F panel =	**5.576**	**p =**	**0.0010**		
Kind of accommodation :					
- Classified hotel	173	0.551	-3404214.562	309078.0283	8,152,421
- Non Classified hotel	70	0.223	-3512138.543	201154.0473	8,044,497
- Residence of friend	60	0.191	-5519917.602	-1806625.012	6,036,718
- Others	11	0.035	*	3713292.59	11,556,635
F panel =	**6.600**	**p =**	**0.0000**		
F overall :	**2.827**	**p =**	**0.00000**		
GRAND MEAN :	**7,843,343**				

From table 5 above, the result of F is 1.447. Meanwhile, with degrees of freedom (df) numerator = 7, and the degrees of freedom (df) the denominator 306 (314-7-1) and α = 0.05, obtained F-table = 2.039. To be evidence if F-test = 1.447 < from F-table = 2.0399. Likewise, if viewed from value for variables X1, obtained a value of 0.237 that is clearly greater than 0.05, which means hypothesis testing showed no significant results, where the decision is to accept H0. This test gives the conclusion that the tourist's age categories not significantly affect tourist's expenditure. Meanwhile, if viewed from the value of adjusted mean, mean adjusted for tourists turns the age group over 60 years to give effect to the purchase of tourists, because of adjusted mean expenditure is greater than the foreign tourists under 40 years age group and the 40-60 year age group.

Other research results showed that based on the gender variable (X2), it can be concluded that overall these variables significantly influence foreign tourist's expenditure. This is evidenced by the results of such calculations is presented in Table 5, where for the variables gender, obtained F-test of 3.458 is greater than F-table = 2.0399. Likewise, if viewed from the Value for the gender variable, obtained a value of 0.04 which is obviously still smaller than 0.05. Judging from the value of Adjusted Mean, Mean Adjusted expenditure turns out to women (female) 849 USD greater than the adjusted mean for women 723 USD. that is women provide the most impact on spending foreign tourists while in west java compared to men tourists.

Meanwhile, based on the variable Purpose of Visit (Main Purpose), overall it can be concluded that the tourist variable with intent official mission significantly affect foreign tourist's expenditure. This is evidenced by the results of such calculations is presented in Table 5, where the tourists variable with intent official mission, obtained F-test of 3.288 clearly larger than the F-table = 2.0399. When viewed from value for tourist's variable with mean official mission (x3), obtained a value of 0.02 that is less than 0.05. Meanwhile, if viewed from the value of adjusted mean, mean adjusted expenditure turns tourists with intent official mission 1,078 USD greater than the adjusted mean tourists spending with the intent of other visits. that is the purpose official tourists mission provides the most impact on spending while in West Java in comparison with foreign tourist with the aim of holiday / leisure, visiting friends / relatives, business, MICE, health & beauty, education / training, and others).

Based on the visiting frequency variable, overall it can be concluded that variable with mean frequency of tourists visiting is not significantly affect of tourist's expenditure. This is evidenced by the results of such calculations is presented in Table 5, wherein the variable of tourists visiting frequency obtained F-test of 1.022 which is clearly smaller than the F-table = 2.0399. Likewise, if viewed from value for tourists with variable of visiting frequency, obtained a value of 0.383 which is greater than 0.05. When viewed from the value of adjusted mean, mean adjusted expenditure turns tourists with visiting frequency for the first time (once) showed greater expenditure when compared to the adjusted mean tourist's expenditure of the second visit frequency (twice), third (three times), even more of three times (more than three times).

While based on the variable of length of stay, overall it can be concluded that the length of stay variables significantly influence tourist's expenditure. This is evidenced by the results of such calculations is presented in Table 5, where the variable length of stay, obtained F-test clear of 5.806 greater than F-table = 2.0399. Likewise, if viewed from value to the length of stay variable, obtained a value of 0.003 that is less than 0.05. When viewed from the value of adjusted mean, mean adjusted turns tourist's expenditure with long stay over 7 days (long) is greater than the Adjusted Mean Tourists spending with long stay between 1-3 days (short) and between 4-7 days (medium). This means the old tourists staying over 7 days providing the most impact on spending while in West Java.

Similar results with the results of these studies, overall it can be concluded that the kind of accommodations variable significantly influence Tourist's expenditure. This is evidenced by the results of such calculations is presented in Table 5, where the variable of kind of accommodations obtained F-test clearly of 6.600 larger than F-table = 2.0399. Likewise, if viewed from value for kind of accommodations variable, obtained a value of 0.000, which is much smaller than 0.05. When viewed from the adjusted mean value, it turns out that foreign tourist spending using other types of accommodation (others) shows the value of adjusted mean highest expenditure amounting to 1,156 USD, compared with tourists who use this type of five-star hotel accommodation, a non star and his residence. This means spending tourists who use other types of accommodation (others) provide a greater influence on spending Tourists who use this type of five-star hotel accommodation, a non star and his residence.

From Table 5 above it can be seen that independent variables (predictor) which consists of Age of Tourists (X1), Gender (X2), the Main Purpose (X3), Frequency Been (X4), Length of Stay (X5), Traveling Partner (X6), and Kind of Accommodations (X7) as a whole (over all) significantly affects foreign tourist's expenditure. It can be seen that the

overall F-test (over all) was obtained for 2.827 greater than F-table = 2.0399. Likewise, if viewed from value to the overall (over all), obtained a value of 0.000, which is much smaller than 0.05.

To find out how much independent variable (predictor) which consists of Tourists Age (X1), Gender (X2), the Main Purpose (X3), Visiting Frequency (X4), Length of Stay (X5), Traveling Partner (X6), and Kind of Accommodations (X7) against foreign tourist's expenditure can be seen in the Table 6 below:

Table 6: Over All Correlation Coefficient and Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.411a	0.169	0.109	5349719.17

a Predictors: (Constant), Residence of friend, Twice, Short, Early Mature, Health, Education, Official Mission, Male, Friends, MICE, Three Times, Non Classified hotel, Business, Visiting Friend, Family, Once, Classified hotel, Mature, None, Medium, Leisure

From Table 6 above it can be seen that the foreign tourists variables: Age, Gender, Main Purpose, Visiting Frequency, Length of Stay, Traveling Partner, and Kind of Accommodations with Tourist's Expenditure variable have a weak relationship, where the correlation coefficient of only 0.411. Thus it can be seen that the foreign tourist's variable gives the effect of 16.90% of the expenditure Travelers variable. This means that still amounted to 83.20% variable Travelers expenditure is influenced by other variables outside foreign tourist's variables.

6. CONCLUSION

International tourist who comes to West Java Indonesia, the majority are those belonging to the productive age. Judging from the gender variable, the proportion of foreign tourists who traveled to West Java by sex (gender) did not differ significantly. Most (64.6%) Foreign tourists visiting West Java is on vacation (holiday / leisure), the majority of tourists Abroad (approximately 67%) of West Java has been more than two times within a period of 3 years, with a mean duration of stay was 3.7 days (or 4 days). Most tourists do not come alone, but together with friends or family, and most of the International tourists who visit in West Java is rated hotels (classified hotel).

This test suggests that the age variable and variable frequency tourists visiting not significantly affect tourists spending. While main purpose, length of stay, traveling partner, and variable kind of accommodation significant effect on tourist's expenditure.

Overall it can be said that the relationship between the predictor variables in this study (Age, Gender, Main Purpose, Visiting Frequency, Length of Stay, Traveling Partner, and Kind of Accommodations) with Tourist's Expenditure Variable have a weak relationship, with great influence a total of 16.90%. While 83.20% of expenditure Travelers variables influenced by other variables outside variables Age, Gender, Main Purpose, Visiting Frequency, Length of Stay, Traveling Partner, and Kind of Accommodations.

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