

## Microeconomics of competitiveness (firms, clusters and economic development): the study of shopping behavior at factory outlets in Bandung shopping tourism cluster

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### Abstrak

Shopping has also studied in the field of leisure. Dholakia identified three main motives for shopping: utilitarian, family or social interaction and shopping as a pleasure activity in its own right with social and relaxation dimensions. In addition, Dholakia cautioned against the assumption that gender is a key variable, noting that many of the published studies had either all-female or female-dominant samples (Dholakia, R.R. (1999) "Going shopping: Key determinants of shopping behaviors and motivations", *International Journal of Retail and Distribution Management*, Vol.27, No.4, pp.154-165).

In a survey of women around the world, more than 60 percent of women said that they enjoy shopping for clothes in every country except Hongkong, where only 39 percent responded so positively. The "shopping" prize goes to Latin Americans; more than 80 percent of women in countries like Brazil and Columbia agree that clothes shopping are favorite activity. Other high-scoring countries include France, Italy and Japan. ("A Global Perspective...on Women and Women's Wear", *Lifestyle Monitor* 14 (Winter 1999-2000):8-11).

The study about shopping tourism cluster in Bandung city, Indonesia would refer to "Cluster theory" introduced by Prof. Michael Porter. Cluster theory is a theory from Prof. Michael E Porter from Harvard Business School, which is very popular today.

A Cluster is a geographically proximate group of interconnected companies and associated institutions in a particular field, linked by commonalities and complementarities. The geographic scope of a cluster can range from a single city or state to a country or even a network of neighboring countries ("On Competition", Porter, 1998). Cluster offer a new way to think about economies and economic development, new roles for business, government, and institutions, and new ways to structure the business government or business-institution relationship. When we are talking about a cluster, it is about how to build and develop business strength from various areas not to create from zero. Some benefits gained from cluster in relation with competitive advantage from cluster are productivity and innovation. In relation with productivity, a company in a cluster has access to specialized inputs and employees, access to information, complementarities, access to institutions and public goods and incentives and performance measurements. In relation with innovation, firms within a cluster are often able to move more clearly and rapidly perceive new buyer needs, cluster participation offers advantages in perceiving new technological, operating, or delivering possibilities and firms within a cluster can experiment at lower cost. The health of the cluster then is important to the health of the company. A company may actually benefit from the presence of local competitors. Trade associations can be competitive assets, as well as lobbying and social organizations.

There must be something interesting and unique in Bandung city. Natural tourism objects, hotels, new toll access, and many more are supporting the cluster. New toll access, Cipularang toll from Jakarta to Bandung has also increased the number of visitors to go to Bandung. It takes only one and a half hour average to go there. Before Cipularang toll is opening, it takes at least two until three hours to get to Bandung using train or bus. However, this new facility is like two sides of knye. Visitors from Jabotabek become easily to go to

Bandung go shopping, but the other sides visitors from Bandung also become easily to go to Jakarta go shopping too. The government of Bandung, especially Tourism department does not put their focus on shopping tourism. However, according to the interview with the Head of Bandung Tourism Promotion, Aman Raksanagara, the reason is because shopping tourism has a very short life cycle and only attracts local visitors. However, shopping tourism attracts local tourists from neighbor cities of Bandung. At the beginning of this final project, I will develop the shopping tourism cluster and explain it based on the Porter's cluster theory. Then, this final project is trying to explain about the tourist's shopping behavior when they are visiting Bandung city. The most popular shopping destination in Bandung is factory outlets, and then this study is focusing in shopping behavior at factory outlets in Bandung city. The research will refer to the previous research from Kiran Karande (Old Dominion University) and Jaishankar Ganesh (University of Central Florida) in their journal of marketing theory and practice: Fall 2000 titled "Who Shops at Factory Outlets and Why?: An Exploratory Study. In their marketing journal, they explained the typology of outlet mall shoppers based on reasons for shopping at outlet malls in the three main types of shoppers. They are recreational shoppers, serious economic shoppers and time conscious deal prone shoppers. This final project will construct a research to know what kind of the shoppers' characteristics when visiting factory outlets in Bandung based on the three types of shoppers above. Then, based on the cluster theory from Michael Porter I would analyze the cluster and construct the diamond model about the Bandung shopping tourism cluster. This theory is a result from long-term research about concentration or interconnection companies or institutions in a particular sector, which then will determine the competitiveness and development of a nation. The study about cluster then is developed become a theory and its implications for the public policy decision making in many nations.