

The Influence of Product Quality and Emotional Value on Souvenir Purchase Decisions by Domestic Tourists During The Covid-19 Pandemic: The Case of SME Products in Malang, Indonesia

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Abstract

The purchase of souvenirs is one of the important factors in a tourist trip which in turn contributes to the economy of a region. Research on the decision to purchase souvenirs produced by SMEs during the Covid-19 pandemic is still very limited. This study fills this gap by aiming to explore the influence of product quality and emotional value on the decision to purchase souvenirs by domestic tourists during the Covid-19 pandemic. Data were collected online in February and March 2022 from domestic tourists who had purchased souvenirs produced by SMEs in Malang during the Covid-19 pandemic, especially in the past year when data collection was collected. Respondents were obtained through SME managers who have contact with customers and through SME communities and academic acquaintances outside Malang. By this way, 109 respondents were obtained, but 104 were completely filled out and fit for analysis. The data were analyzed using Warp Partial Least Square-Structural Equation Modeling (WarpPLS-SEM). The results showed that product quality had no significant effect on souvenir purchases by domestic tourists. Product specifications are not or are not in accordance with consumers' desires, the appearance of souvenir packaging is less attractive, and domestic tourists have difficulty bringing souvenirs to their place of origin. On the other hand, emotional value has a significant effect on the purchase of souvenirs by domestic tourists during the Covid-19 pandemic. Domestic tourists perceived the price of souvenirs as cheap, attractive, can be a memory, and unique because it is a typical product of Malang. The findings of this study have implications for the efforts of SMEs and related stakeholders to improve product quality and continue to innovate to create emotional value for souvenirs to attract purchase intentions from domestic tourists.

Keywords: product quality, emotional value, souvenir, SME, Malang

Introduction

Malang is one of the important tourist destinations in Indonesia. The number of foreign and domestic tourist visits to the Malang area in 2018 and 2019 reached 19.3 million and 20.1 million, respectively. During the Covid-19 pandemic, there were almost no foreign tourist visits. Domestic tourist arrivals also decreased dramatically to 2.4 million in 2020. However, the number of visits began to increase to 5.3 million in 2021 and by August 2022 had increased to 13.9 million (Central Statistics Agency Malang Municipality, Malang Regency, and Batu Municipality, 2022). Malang as one of the main tourist destinations is shown by the number of accommodations reaching 1,379 or 39.05% of the number of accommodations in East Java (East Java Central Statistics Agency 2022). Malang has many tourist attractions, ranging from natural attractions, artificial tours, and selfie spots, and has more than 100 beaches, to playgrounds

The increase in the number of tourist visits has a positive impact on tourist destinations. Tourists come to Malang, not only to enjoy the natural beauty but also to shop for souvenirs. The main reasons for buying souvenirs are for personal collection and for friends (Lunyai et al., 2008). It means that souvenirs can also have a social function for tourists (Lin & Mao, 2015). By sharing and giving souvenirs to family, friends, and colleagues, tourists can have the value of self-esteem, prestige, and pride. Therefore, the behavior of tourists in the decision to buy souvenirs is interesting to study.

Studies on the decision to buy souvenirs by tourists have been done by several researchers. Marangkun and Thipjumnong (2018) examined the motivation of domestic tourists to buy souvenirs in the shopping area. The results indicated that the factors of tourist motivation that influenced the shopping area attributes are natural resources, enhancing relations, and seeking relaxation. Siregar et al. (2017) found that factors that determine the decision to buy souvenirs are situational factors and social factors. Furthermore, by factor analysis, the order of factors that influence purchasing decisions for souvenirs is obtained, namely: friend and family recommendations, habit and tradition, product characteristics, quality, price, discount, and product design. Meitiana et al. (2019) prove that souvenir purchasing decisions are influenced by purchase intentions which are determined by attitudes toward authenticity and beauty. Nofrizal et al. (2022) examine food souvenir purchasing decisions in SMEs but as a mediation on product uniqueness and product accessories with consumer satisfaction. The purchase of souvenirs produced by SMEs, which is influenced by objective factors such as product quality and subjective factors such as emotional value during the Covid-19 pandemic, is still very limited. SMEs play a major role in the Indonesian economy because they constitute 99 percent of the total business units, absorb 97 percent of the workforce and contribute 60 percent to the Gross Domestic Product (GDP). Therefore, this study fills this gap by aiming to explore the influence of product quality and emotional value on the decision to purchase souvenirs by domestic tourists during the Covid-19 pandemic.

Literature Review

1. Souvenir and SME

Souvenir is a French verb denoting the act of remembering, translated as an English noun, i.e. representing the object through which something is remembered (Swanson & Timothy, 2012). Hoven & Eggen (2005) define a souvenir as an object that is bought, given or received and serves as a reminder of a particular place or event or every occasion in your life. Tumbat (2003) mentions that souvenirs are products that most tourists buy and bring back to their homeland, and the main purpose is to commemorate them. Swanson and Timothy (2012) stated that souvenirs play an important role in traveling in the long term. It appears in Egyptian records that thousands of years ago Romans, explorers and tourists had brought gifts from home and traveled by boat so it is not surprising that tourists returned home with many handicrafts and works of art from the places they explored and colonized (Horner, 1993; Stanley, 2000). Souvenirs are unique products from a region, reflecting art, culture, and traditions (Kim & Littrell, 2001). Souvenirs are arts and crafts from each region and are produced locally using local raw materials for production, using skilled workers, and most of them are household products (Khemthong & Rojanavongse, 2002). This shows that souvenirs are mostly produced by SMEs.

In Indonesia, SMEs are classified based on the criteria for working capital or annual sales results according to Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises, namely annual sales of more than Rp. 15 billion up to a maximum of Rp. 50 billion. The Indonesian Central Statistics Agency uses the number of workers for practical purposes because business capital and sales proceeds are not easily available. SMEs employ a maximum of 99 people, and 100 workers or more are categorized as large businesses.

SME size criteria differ between countries. All ASEAN countries, except Myanmar, use fairly restrictive criteria to set the threshold between medium and large enterprises, using a maximum threshold of 200 employees for medium-sized enterprises.

2. Purchase Decision

The purchase decision is an action taken by consumers to buy a product. Consumer buying is a process consisting of five stages: problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior (Kotler, 2017). Buyers can use the five stages during the decision-

making process for a product. Maybe the buyer can also go through one or more stages, depending on the consumer's mind.

Rational and goal-oriented decision-making is fundamental, as most studies examining tourist decision-making accept traditional consumer behavior assumptions based on utility theory. The utility model most cited and used in consumer research, tourism and shipping, is the Engel-Kollat-Blackwell complete consumer decision-making model known as the EKB model (Engel et al, 1995) as presented in Figure 1.

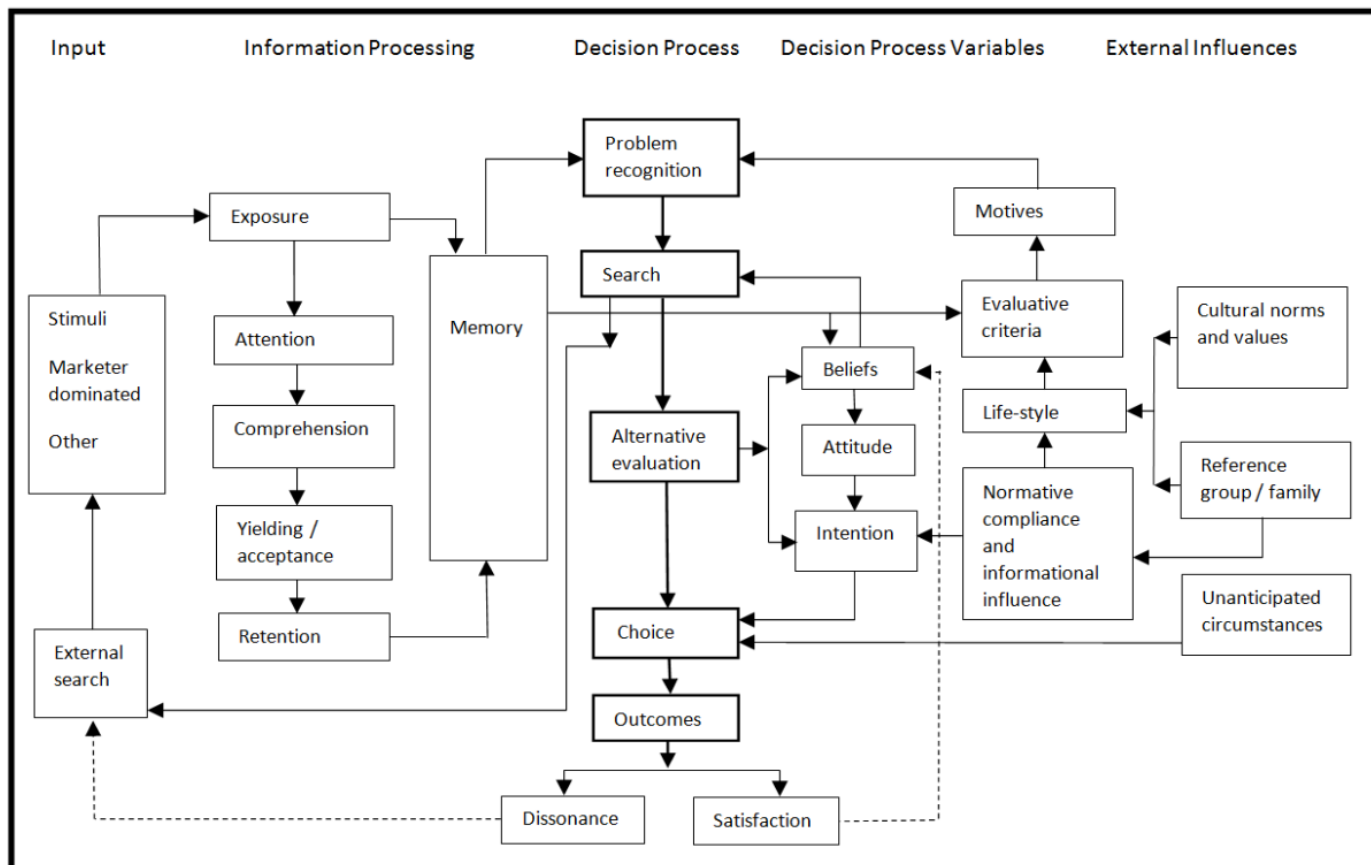


Figure 1. The Engel-Kollat-Blackwell complete model of consumer decision-making (Engel et al., 1995)

The decision to purchase souvenirs is in the fourth step in the decision process, which is choice. The outcome of the purchase decision is satisfaction or dissonance.

3. The relationship between product quality and purchase decision

Figure 1 shows that purchasing decisions are determined by three factors, namely by alternative evaluations, intentions that are part of decision process variables, and unanticipated circumstances originating from external influences. Intention to buy is also determined by beliefs and attitudes, and normative compliance and informational influence. As shown in Figure 1, the decision to purchase souvenirs is determined by various factors, one of which is product quality.

Product quality is the ability of a product to carry out its functions. These capabilities include durability, reliability, and accuracy produced by the product as a whole (Kotler & Keller, 2016). From a tourist point of view, product attributes act as a tangible medium that satisfies the intangible images tourists encounter or experience during a trip or vacation (Olalere, 2017). Before tourists decide whether to purchase a souvenir, they consider the relative attributes of the product, which include: authenticity, relationship to the local area, portability, usability and price of the product (Goeldner, Ritchie & McIntosh, 2000). Other product attributes that are also considered are the criteria of design, superior quality workmanship, attractive colors, traditional themes and nature-based souvenirs (Littrell et al., 1993).

Several research has been conducted to study the relationship between product quality and souvenir purchasing decisions. Turner and Reisinger (2001) based on their research results, categorize important attributes that tourists consider buying souvenirs into three (3) groups, namely product value (eg. quality), product appearance characteristics (eg. color, packaging, size) and product uniqueness (eg. , travel memory). Thus, product attributes determine product choice, because buyers often buy based on the attributes they consider important. Poli et al. (2015) found that product quality, promotion, and uniqueness affect the purchasing decisions of Amanda Collection souvenirs. Amanda Collection produces dolls, snacks, children's clothes and other gift souvenirs which are usually used in children's birthday events, Christmas activities, birthday parties or social service activities in children's orphanages. The results of Meitiana et al. (2019) showed that the attitude toward authenticity and attitude toward aesthetics, except the attitude toward care and carriage, had a significant effect on the purchasing intention which then will be realized in real buying behavior. The attitude of the buyer to care and transportation or ease of carrying is not significant. Metiana et al's research was conducted in Palangkaraya, Central Kalimantan, but there is no information on the place of origin of the buyer. If the buyer is from Central Kalimantan, it can be understood why this variable is not significant. The ease of carrying variable is one of the items in this study

Based on the above description, the following hypothesis can be formulated:

H1: Product quality has a positive effect on souvenir purchases of domestic tourists

4. The relationship between emotional value and purchase decision

Emotional value is defined as the benefit derived from the feelings or affective states (i.e enjoyment or pleasure) that a product generates (Sweeney & Soutar, 2001). Emotional value is the benefit that one gets by experiencing something new or different. Emotional value is the emotional satisfaction and pleasure obtained by consumers through the use or consumption of certain goods or services (Sudarso, 2016). According to Aisyah (2004: 35) "Emotional value is the feeling or response of consumers when they want to make a purchase decision, basically only a little attention to achieve the value of self-satisfaction from using the product". Bagozzi et al. (1999) emphasized that emotions related to consumption that is formed in response to a consideration made by consumers.

A study by Olalere (2020) found the top three attributes that tourists look for in souvenirs are features that evoke travel experience, usability and branding with destination features. Travel experience is an important part of emotional value. Asshidin et al. (2016) in their research on the intention to buy American products and local Malaysian products found a significant relationship between perceived quality and emotional value toward purchase intention. One of the research findings of Sawagvudcharee et al. (2020) in China is that there is a significant and positive impact of customer perceived value of intangible cultural heritage souvenirs on purchase intention. Woodruff (1997) confirms that customers' perceived value plays an important role in purchase intention. Liu et al. (2016) also confirm the decisive effect of customers' perceived value on their purchasing decisions. The higher the customer's perceived value, the more positive the customer's intention to buy. Senthilkumar (2018) proves that emotional factors have more influence than rational factors in the purchase decision of children's products and brands in Ethiopia.

Based on the above description, the following hypothesis can be formulated:

H2: Emotional values have a positive effect on souvenir purchases of domestic tourists

The relationship between product quality and emotional value with the decision to purchase souvenirs by domestic tourists is presented in Figure 2.

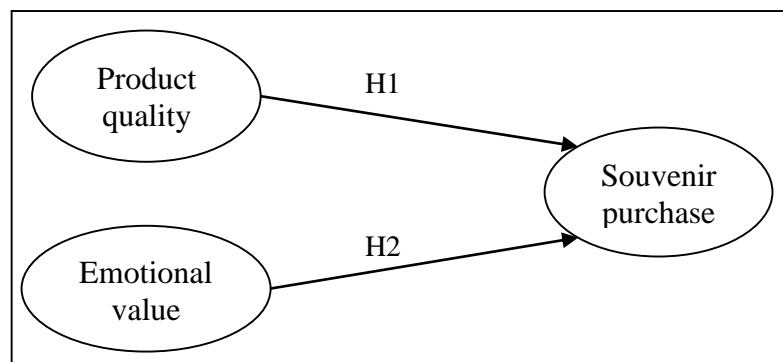


Figure 2. The relationship between research variables

Methodology

The study examines the effect of product quality and emotional value on souvenir purchasing decisions, therefore it includes causal research, namely a causal relationship between two or more variables (Zikmund et al., 2010). The following are the conceptual and operational definitions of the variables studied and Table 1 presents the items and their measurement scales:

1. Product quality is the ability of a product to carry out its functions, these capabilities include durability, reliability, and accuracy produced by the product as a whole (Kotler & Keller, 2016). In this study, product quality is the ability of a souvenir to meet the specifications desired by consumers, price compared to quality, packaging appearance and ease for tourists to carry it.
2. Emotional value is the utility derived from the feelings or affective states (i.e. enjoyment or pleasure) that a product generates (Sweeney & Souter, 2001; Asshidin et al., 2016). The emotional value in this study is the feeling of domestic tourists who state that the souvenirs purchased are cheap, interesting, can be a memory, and unique.
3. Purchase decision is the act of buying a product after collecting information from several sources, evaluating it and deciding where to buy and what to buy (Qazzafi, 2019, Prasad & Jha, 2014). The purchasing decision in this study is the decision of domestic tourists to buy souvenirs in strategic places in Malang, because of the brand and the popularity of the souvenirs.

Table 1. The Variables, items, references, and their measurement scale

Variable	Item	References	Scale
Product quality	Conformance to the desired specifications	Kotler & Keller (2016), Goeldner et al. (2000)	5 Likert scale
	Product price compared to quality		
	Product packaging appearance		
	Ease of carrying		
Emotional value	Cheap souvenir	Sweeney & Souter (2001), Asshidin et al. (2016)	5 Likert scale
	Interesting souvenir		
	Souvenir as a memory.		
	Unique souvenir		
Purchase decision	Purchase souvenirs because of the brand	Qazzafi (2019), Prasad & Jha (2014).	5 Likert scale
	Purchase souvenirs because of its popularity		
	Purchase souvenirs because the shop is in a strategic place		

Data were collected from domestic tourists who have purchased souvenirs produced by SMEs in Malang during the Covid-19 pandemic, especially in the past year. There are no data on domestic tourists so the sampling is non-probability, to be precise it is convenience sampling. “Convenience sampling involves selecting haphazardly those cases that are the easiest to obtain for your samples, such as the person interviewed at random in a shopping center for a television program or the book about entrepreneurship you find at the

airport. The sample selection process is continued until your required sample size has been reached” (Saunders et al., 2009: 241).

Data were collected through online questionnaires from February to March 2022. Respondents in this study were obtained in two ways: (1) researchers asked SME managers to send questionnaires to buyers or customers from outside Malang whose contacts were known or had recorded contacts, and (2) researchers sent questionnaires to the SME community and academic acquaintances outside Malang to distribute to those who may have purchased souvenirs from Malang. In this way, 109 respondents were obtained but five questionnaires were not completely filled so the sample used in the analysis was 104 respondents.

The data were analyzed using Warp Partial Least Square-Structural Equation Modeling (WarpPLS-SEM) software because it is powerful and suitable for theory development in the context of research that has not yet established a theoretical framework (Hair et al., 2014). The Covid-19 pandemic is turbulence in the economy which has implications for the development of science and technology to strengthen theories in related fields.

Results and Discussion

1. Descriptive statistic

Table 2 shows that the types of products as souvenirs that are mostly purchased by domestic tourists in Malang are food and a combination of food and drinks. The foods purchased are processed foods such as tempeh chips, chips from various fruits and vegetables, while the most purchased drinks are apple cider and coffee.

Table 2. Types of products that domestic tourists buy as souvenirs

Types of products	Number (frequency)	Percentage (%)
Food	55	52.9
Food and beverage	28	26.9
Batik	11	10.6
Craft	10	9.6
Total	104	100.0

The reason why domestic tourists buy the most products is a combination of typical Malang products, personal preferences and recommendations from friends or family (Table 3). The second most common reason is the typical product of Malang. Malang is widely known as a center for apple production with processed products that are often used as souvenirs, that are apple chips and apple cider drinks. Malang is also known as the main producer of tempe chips and various fruit chips.

Table 3. Reason to purchase souvenirs

Reason to purchase	Number (frequency)	Percentage (%)
Special product of Malang	26	25.0
Personal favorite	15	14.4
Recommended by friends or family	7	6.7
Combination of two or more reasons above	56	53.8
Total	104	100.0

The income of most domestic tourists who buy souvenirs in Malang is less than Rp. 6 million per month (about US\$ 387, at an exchange rate of Rp. 15,500 per US\$), and even 35 percent of them earn less than Rp. 3 million per month (Table 4). Malang is one of the centers of education in Indonesia so respondents with low income are mostly students who come from other regions across the country.

Table 4. Income range of respondent

Income range (Rp million /month)	Number	Percentage (%)
Less than Rp 3	35	33.7
Rp 3 – Rp 6	38	36.5
Rp 7 – Rp 10	11	10.6
Rp 11 – Rp 15	9	8.7
More than Rp 15	11	10.6
Total	104	100.0

2. Statistical analysis

2.1 Overall Model Evaluation

Based on the model evaluation parameters are presented in Table 5 and a brief guide (rules of thumb) for evaluating the WarpPLS structural model according to Hair et al. (2014: 186) and the WarpPLS 5.0 User Manual (Kock, 2015) in general the structural model used is good. The Average Path Coefficient (APC) is significant at = 5% indicating that the coefficient of the latent variable in the model is significant. Average R-Squared (ARS) and Average Adjusted R-Square (AARS) are not significant at = 5% because only two exogenous variables are used in the model. By definition, the R-Square will increase when exogenous variables are added (Gujarati, 2003). This is also related to the small explanatory ability of the analyst model, which is indicated by the large Tenenhaus GoF index (≥ 0.181). In general, it can be concluded that the overall model is acceptable for analyzing the relationship among variables.

Table 5. Evaluation of Goodness of Fit PLS Model

<i>Goodness of Fit</i>	Coefficient (p-value)	Cut-off	Information
<i>Average Path Coefficient (APC)</i>	0.142 (0.034)	0.05	Significant
<i>Average R-Squared(ARS)</i>	0.065 (0.125)	0.05	Moderate
<i>Average Adjusted R-squared (AARS)</i>	0.047 (0.157)	0.05	Moderate
<i>Average Block VIF (AVIF)</i>	1.230	≤ 5 : Acceptable ≤ 3.3 : ideal	Ideal
<i>Average full collinearity VIF (AFVIF)</i>	1.173	≤ 5 : Acceptable ≤ 3.3 : ideal	Ideal
<i>Tenenhaus GoF (GoF)</i>	0.181	≥ 0.1 : small ≥ 0.25 : Medium ≥ 0.36 Big	Small
<i>Sympson's paradox ratio (SPR)</i>	0.500	≥ 0.7 : Acceptable 1: ideal	Moderate
<i>R-squared contribution ratio (RSCR)</i>	0.948	≥ 0.9 : Acceptable 1: ideal	Acceptable
<i>Statistical suppression ratio (SSR)</i>	1.000	≥ 0.7 : Acceptable	Acceptable
<i>Nonlinear bivariate causality direction ratio (NLBCDR)</i>	0.750	≥ 0.7 : Acceptable	Acceptable

Source: Summarized from WarPLS output

2.2 Evaluation of Measurement Fit Model

Evaluation of the measurement fit model is carried out with the aim of checking the validity and reliability of research instruments in explaining or reflecting latent variables. Validity is seen from the value of Average variances extracted (AVE), while reliability is seen from composite reliability and Cronbach Alpha. Based on the rules of thumb evaluation of the measurement model according to Hair et al., 2014: 107), the measurement model is valid and reliable (Table 6). The measurement model of all variables is valid because the AVE value

is greater than 0.50, except for moderate product quality. All variables are also reliable because the composite reliability value is greater than 0.70 except for Cronbach Alpha from product quality and moderate purchase decision.

Table 6. Evaluation of Measurement Fit Model

Variable	Validity	Reliability	
	AVE	Composite Reliability	Cronbach Alpha
Product quality	0.442	0.756	0.569
Emotional value	0.530	0.818	0.702
Purchase buying	0.537	0.775	0.563

Source: Summarized from WarPLS output

Figure 2 is the result of the analysis presented in the form of an image of the relationship model between research variables, while the path coefficients are presented in Table 7.

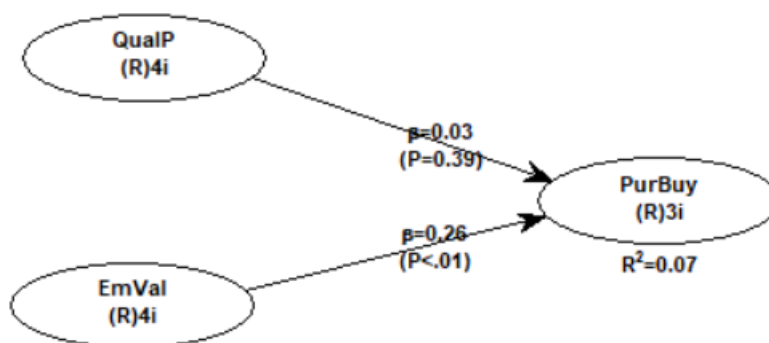


Figure 2. The effect of product quality and emotional value on the purchase buying of souvenirs by local tourists

The results of the analysis prove that the first hypothesis is rejected and the second hypothesis is accepted. Product quality has no significant effect while emotional value has a positive and significant effect on purchasing decision of souvenirs by domestic tourists.

Table 7. The effect of product quality and emotional value on the purchase decision of souvenirs by domestic tourist

Variable	Path coefficient	Significance (p)	Cut-off	Conclusion
Product quality	0.028	0.389	0,05	Hypothesis not supported
Emotional value	0.257	0.003	0,05	Hypothesis supported

Information: $p < 0,05$: significant, $p > 0,05$: not significant

Source: Summarized from WarpPLS output

3. Discussion

Product quality has a positive but insignificant effect on purchase buying from domestic tourists during the Covid-19 pandemic. A positive relationship indicates that an increase in product quality will be followed by purchase buying. This was proven true in the research of Poli et al. (2015) at Amanda Collection souvenirs in Manado, North Sulawesi. On the other hand, the positive relationship between product quality and purchase buying has not had a broad impact empirically on the purchase of souvenirs in Malang.

The insignificance of product quality to purchase souvenirs in Malang is caused by several factors, based on the tourist responses to product quality indicators. First, the specifications of the souvenir are not or are not in accordance with what consumers want. The results showed that as many as 28 percent of respondents stated

that the souvenirs purchased were not in accordance with the desired specifications and 62 percent stated that they were not suitable. This will have an impact on the promotion of consumer word of mouth in giving recommendations to others to buy or not to buy souvenirs, at least for themselves whether to repurchase or not.

Second, the appearance of souvenir packaging is not attractive. The results of the study found that 39.4 percent of respondents stated that the appearance of the purchased souvenir packaging was less attractive, even 11.5 percent said it was not attractive, and only 4.8 percent said it was attractive and very attractive. Third, the difficulty of bringing souvenirs to their place of origin. The results of the study found that 77 percent of respondents stated that it was not easy and difficult to carry the purchased product. These two factors are interrelated with the packaging design as well as its size so that it is attractive and easy to carry by tourists. Meitiana et al. (2019) also found that care and carriage were not significant in purchasing intentions for souvenirs at Palangkaraya, Central Kalimantan. The same thing was also found by Sawagvudcharee et al. (2020) that customer-perceived quality has no significant effect on the purchase intention of Chinese tourists. Product quality attributes are not the main factors that determine tourists buying souvenirs as found by Olalere (2017) that portable and product quality are the fourth and eighth factors out of 10 factors that positively influence tourists' souvenir purchase preferences.

Emotional value has a significant effect on purchase buying souvenirs by domestic tourists in Malang. Several previous studies (eg Sawagvudcharee et al., 2020; Olalere, 2020; Meitiana et al., 2019; Marangkun & Thipjumnong, 2018) also found that emotional value is an important factor in determining souvenir purchase buying. Paraskevaidis & Ansriotis (2015) specifically examine the values of souvenirs as commodities identifying four dimensions of food souvenirs, namely exchange value, use value, spiritual value, and sign value.

Indicators of emotional value used in this study are the souvenir that is cheap, interesting, as a memento, and unique. Domestic tourists who buy souvenirs in Malang rate the price as cheap as much as 46.2 percent, even 17.3 percent say it is very cheap because 33.7 percent of buyers (Table 4) include people with low incomes. Respondents of domestic tourists as much as 58.7 percent stated that the souvenirs purchased were interesting, even 24 percent said they were very interesting. Interestingly, most of the souvenirs are food, especially a variety of fruit and vegetable chips produced by SMEs in Malang. It is also related to keepsake and product uniqueness as another indicator of emotional value. Suhartanto (2017; 2018) reports five dimensions of food souvenirs in the Indonesian domestic tourist context, namely value, store, collectability, display, and functionality. Attribute emotional value is reinforced by Altintzoglou et al. (2015) who found that the key elements affect travelers in selecting and purchasing food as souvenirs, including taste, quality, authenticity, and local origin. The findings of this study confirm that emotional value is an important factor that determines the purchase of souvenirs by domestic tourists.

Conclusions, Limitations, and Recommendations

The purpose of this study is to provide empirical evidence of the effect of product quality and emotional value on purchasing decisions for souvenirs produced by SMEs. This study found that product quality had no significant effect while emotional value had a significant effect on purchase buying by domestic tourists. This finding confirms that the emotional value is stronger for domestic tourists in purchasing souvenirs produced by SMEs during the Covid-19 pandemic compared to product quality. Several previous studies also found that emotional value significantly affects the purchase buying by domestic tourists and other products. This shows that the emotional value dimension was of great importance in predicting willingness to buy a particular product.

Despite providing some contributions, this study has some limitations. First, the number of samples is limited because there is no data on tourists who buy souvenirs from SMEs. Second, data collection only relies on questionnaires with quantitative data. The Covid-19 pandemic is the main barrier to collecting qualitative data to be able to explain the findings of a negative relationship between product quality and souvenir purchases. Third, respondents are domestic tourists who have bought souvenirs in Malang. It is very likely that

respondents filled out questionnaires based on relatively old memories because the mobility of tourists visiting Malang was very limited during the Covid-19 pandemic.

Based on the findings and limitations of the study, the following are some recommendations for future research. First, in future research, it is hoped that the Covid-19 pandemic has become endemic so that further researchers can collect data from respondents when buying souvenirs. This can be done through cooperation with SMEs selling souvenirs. Thus the number of respondents can be more and the responses are still fresh in their memories about the variables or items asked related to the purchase of souvenirs. Second, further research can be carried out using a mixed method approach so as to be able to reveal more comprehensive information, for example, an explanation of the negative relationship between product quality and the purchase of souvenirs. Third, local governments should encourage and facilitate SMEs to build a customer database as the basis for customer relationship management. Fourth, SME managers, government, and related stakeholders need to improve product quality and continue to innovate to create emotional value for souvenirs to attract purchase intentions from domestic tourists.

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Authors' contributions

Melany prepared the conceptual framework of the research and wrote the draft of the manuscript. Aditya Nirwana developed the theory and worked out with the technical details. Ery Tri Djatmika and Puji Handayati helped supervise the project and verified the analytical methods. All authors discussed the results and approved the final manuscript.

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