

Analysis of Local and Foreign Tourists Experience in Bandung

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Abstract: This study aims to analyze how the differences between foreign tourists and domestic tourists experiences during their trip in Bandung. Problems in this research is how the perception of local tourists and foreign tourist regarding tour. The population of this study is foreign tourists and domestic tourist who was or have been traveling in Bandung. This research uses quantitative method using independent sample t-test. The result of research shows that there are differences between perception of foreign tourists and the perception of local tourists. There is a difference of tourist experience where foreign tourist is higher when compared with domestic tourist.

1 INTRODUCTION

Bandung is one of the main tourism destinations in West Java Province. Bandung has many interesting places that become a tourist destination. Bandung has an interesting tourism such as nature tourism, culinary tours, historical tours, and shopping tours. Currently more than 70% Local Revenue Bandung is achieved from the tourism sector. So Bandung City Government increasingly and aggressively to market the attractions of tourism, not only to domestic tourists, but also foreign tourists.

Bandung is tourist favorite destination, especially during weekends and long vacation periods. As a tourist destination, Bandung has a very diverse tourism potential. Here is the distribution of tourism in Bandung:

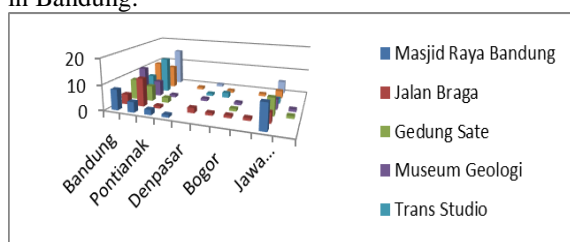


Figure 1: Distribution of Tourists in Bandung.
Source: www.tripadvisor.co.id.

Based on data figure 1 above can be concluded, that tourists coming to Bandung come from various regions in Indonesia. This indicates that Bandung is a

destination that is in great demand by tourists. However, many factors that motivates tourists to travel in Bandung. The author wants to compare how the tourist experience is perceived by tourists both foreign tourists and domestic tourists.

2 LITERATUR REVIEW

Tourism according to Marpaung (2002), tourism is temporary travel by humans with the aim of getting out of routine jobs, out of his residence While according to Yoeti (1996) states, tourism is a travel done for a while, the held from one place to another, with the intent not for business or making a living in the places visited, but solely to enjoy the journey for the sake of sightseeing and recreation or to fulfill a diverse desire".

Smilansky (2009) states "People talk about experiences every day because life is ultimately an amalgamation of daily experiences. Experiences are real. They are true life ". Experience is the main thing of the life of consumers, for consumers consume not only devouring or using products or services, but the need for experience can be memorable when consuming the product or service. Customer experience or customer experience is also an important need that needs to be provided by the company.

According to Kotler and Keller (in Fandy Tjiptono 2009) states, service is an act that can be

offered by a party to another party that basically intangible (intangible). Meanwhile, according to Zeithaml et al. (2009), all product services are experience, some are on a long duration some others simple, some are common while others are fun and unique. According to Walter et al. (2010) Consumer experience / customer experience is defined as the experience gained by consumers either directly or indirectly about the process of service, the company, the facilities and how a consumer interacts with the company and with other consumers.

Meanwhile, according to Meyer and Schwager, (2007) in Rageh et al. (2013) Consumer experience is defined as the internal and subjective response of consumers who require contact with the company, either direct or indirect contact. In a journal entitled "using ethnography research method to reveal the underlying dimensions of customer or tourist experience", Rageh et al. (2013) states that there are eight dimensions of customer experience is comfort, educational, hedonic, novelty, recognition, relational, beauty, and safety with the following explanation: 1). Comfort intended; Longer customers, especially stressing the importance of convenience for the customer experience. Consumers lead to the basic amenities that DTW provides to ensure comfort and also create relaxation. The findings are in accordance with the theories presented by Crompton (1979), Shoemaker (1989), and Otto and Ritchie (1996) (Rageh et al., 2013). 2). Educational; Educational experience or "learning by playing", as it is called by (Jan, 2006), includes a mixture of exploration, mental stimulation and excitement (Jan, 2006). It is also characterized by a voluntary nature when learners have a real choice of what, where, when, how, and with whom they are studying, and it is stimulated by the needs and interests of learners, Jan (2006) in rageh et al. (2013) has indicated that there is strong evidence suggesting that the educational experience that consumers are looking for is already available in the tourism industry. 3). Hedonic, illustrated that hedonic is essential to the customer experience in hospitality and tourism context. The hedonic dimension combines excitement, enjoyment and memorability (Otto and Ritchie, 1996). The Hedonic aspects of the consumption experience relate to the intangibility of services provided in the context of hotels such as adventure holidays, unforgettable food or luxurious hotel environments (Titz, 2008). 4). Novelty is about the uniqueness and novelty, in this dimension indicates that they are looking for new things as the need for experience. (Lee and Crompton, 1992 in Rageh et al., 2013). In the study identified four dimensions of novelty namely; changing from

routine, sensation, boredom-alleviation, and surprise. 5). Recognition; Recognition refers to important customer feelings (Otto and Ritchie, 1996). From customer comments, it is clear that staff shows certain types of behaviors that make them feel important. Recognition is identified as an important factor of service experience. 6). Safety; In this study, (Sharm el Sheikh in Rageh et al., 2013) identified security against territory. This is particularly evident in reviews where customers refer to perceptions of security and security in tourism areas (Fujii and Mak, 1980; Pizam and Mansfeld, 1996). 7). Beauty; Pine and Gilmore (1999) suggest that people appreciate experiences that instill a sense of beauty and appreciation. According to the perception of tourists the beauty is "an aspect of the idealistic experience in which an object, sound, or concept is believed to have a formal quality of perfection" (Hagman, 2002). With a sense of beauty there is a feeling of wholeness, pleasure, reducing anxiety, admiration, joy, optimism and satisfaction (Hagman, 2002). The appearance of beauty can be created by humans, as found in art, rework, architecture, or beautiful terrain (Stebbins and Cohen, 1997). 8). Relational; that is identifying another important component of a traveler that is a relational or relational experience involving people or the use of the product with others (Anderson et al., 2007). Relational experience is an important factor in tourist reviews. The results tend to confirm that social interaction is an integral part of their experience.

3 METHODOLOGY

The method used in this research is quantitative method and using t-test method in analyzing data. The quantitative method according to Sugiyono (2014), is a research method based on the philosophy of positivism, used to examine the population or specific samples, data collection using research instruments, analysis and quantitative/statistical, with the aim to test the hypothesis that has been established. By quantitative method can calculate whether there is difference of perception between local tourists and foreign tourists to tourist experience and calculation using Independent Sample T-Test. Respondents in this study is local tourist who was traveling in Bandung and also foreign tourists who were traveling in Bandung.

4 RESULTS AND DISCUSSION

4.1 Perception of Nusantara Tourists Against Tourist Experience In Bandung

Table 1: The Perception of Local Tourist on the Tourism Experience.

No	Statement	Local tourists		
		Score	Percentage	Category
1	Comfort	891	42,43%	High
2	Educational	481	74,33%	Low
3	Hedonic	446	74,33%	High
4	Novelty	862	71,83%	High
5	Recognition	435	72,50%	High
6	Relational	628	69,78%	High
7	Safety	612	68,00%	High
8	Beauty	485	80,83%	High
Total		4840	69,25%	Medium

Table 2: Category of Local Tourists Perception Simultaneously.

(4.840)

Very high	Low	Medium	High	Very high
1.500	2.700	3.900	5.100	6.300
6.300	7.500			

Source: Research Preparation Data (2017)

Table 1 and table 2 is the result of the perception of local tourists to the experience of tourists showed an average score of 4,840, which according to the categorization into the category of being. Therefore, according to the perception of domestic tourists to the experience of tourists viewed from the comfort, education, beauty, new things have been considered good by local tourists.

Table 3: The Perception of Foreign tourist on the Tourism Experience.

No	Statement	Foreign Tourist		
		Score	Percentage	Category
1	Comfort	276	39,43%	Low
2	Educational	136	68,00%	High
3	Hedonic	156	78,00%	High
4	Novelty	292	73,00%	High
5	Recognition	158	79,00%	High
6	Relational	230	76,67%	High
7	Safety	715	71,67%	High
8	Beauty	159	79,50%	High
Total		2.122	70,66%	Very high

Table 4: Category of Foreign Tourists Perception Simultaneously.

(2.122)

Very high	Low	Medium	High	Very high
500	900	1.300	1.700	2.100
2.100	2.500			

Source: Research Preparation Data (2017)

Table 3 and table 4 is the result of the perception of tourists to the experience of tourists showed an average score of 2,122, which based on categorization into the category very high. Can be concluded, according to the perception of tourists to the experience of tourists viewed from comfort, education, beauty, new things are considered very good by foreign tourists.

4.2 Comparison of Foreign Tourist and Local Tourists on the Experience of Tourism

Table 5: Independent Sample T-Test.

		Levine's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Score total	Equal variances assumed	.922	.340	-3.775	78	.000	-4.05539	1.07415	-6.19385	-1.91692
	Equal variances not assumed			-4.042	36.959	.000	-4.05539	1.00336	-6.08847	-2.02231

Source: Research Preparation Data (2017)

Based on the results of the test calculation, the difference of two average data presented in table 6 is known in the Levine Test for Equality of Variances has a significance value of 0.340. ($p > 0.05$). It shows that the two variance are the same, so the use of

variance to compare the mean of population (t-test for Equality of Means) in t-test should be based on equal variance assumed obtained t value equal to 3,775 and significance level $P = 0,000$. The results show that $P < 0,01$, meaning there is a difference. It can be said

that the degree of difference between local tourists and foreign tourists is fundamentally different.

Table 6: Independent Sample T-Test.

	research subject	N	Mean	Std. Deviation	Std. Error Mean
Score total	Local tourists	60	29.3365	4.28579	.55329
	Foreign tourists	20	33.3919	3.74327	.83702

Source: Research Preparation Data (2017)

When viewed from the table above obtained the mean value of local tourists of 29.3365 and foreign tourists amounted to 33.3919. the value means the average total score on the local tourists of 29.3365 and the average total score with foreign tourists amounted to 33.3919. Thus it can be said that the level of difference in foreign tourists is higher when compared with local tourists.

5 CONCLUSIONS

According to the perception of domestic tourists to the experience of tourists viewed from the comfort, education, beauty, new things have been considered good by local tourists. Can be concluded, according to the perception of tourists to the experience of tourists viewed from comfort, education, beauty, new things are considered very good by foreign tourists. Based on the results of research indicate that, perception of domestic tourists are in the category of being, while the perception of foreign tourists are in high category. And the level of difference of foreign tourists is higher when compared with domestic tourists.

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