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UNIVERSITAS CIPUTRA

SURABAYA - INDONESIA

FOREWORD

As the conference chair of the 6th THIC , I would like to thank all presenters and participants who have come to Surabaya and participated in this resourceful conference. Universitas Ciputra Surabaya my home institution, is proud to be a hosting partner with Universitas Brawijaya Malang and Universiti Utara Malaysia for this year conference. THIC is a media to share and exchange knowledge by tourism and hospitality academicians, researchers, professional and practitioners in Asean region. This conference was initiated by Universiti Utara Malaysia in collaboration with Universitas Ciputra Surabaya.

The first THIC was conducted in Kuala Lumpur in 2012 with the theme "Issues and Challenges in Tourism and Hospitality Resources". Over the years, the participants of THIC is coming from several nationalities, such as Malaysia, Indonesia, Nigeria, Thailand, China, Taiwan, Bangladesh, Nigeria dan New Zealand. The second THIC was held in Langkawi, in 2014 with the theme "Dimensions of Sustainability in the Planning, Development and Management of Tourism and Hospitality Industry". Universitas Ciputra was also the host of the 3rd THIC in 2015, with the theme "Dimensions Of Entrepreneurship in The Planning, Development and Management of Tourism and Hospitality Industry". Then the 4th THIC was conducted in Surat Thani Thailand, continued by 5th THIC in Kuala Lumpur Malaysia. In 2019, Universitas Ciputra as the host is proud to collaborate with Universitas Brawijaya to held the 6th THIC in Surabaya and Malang. This year theme is "Beyond Tourism Industry". The development of tourism industry, especially in digital era and millennials generation needs more creativity, innovation and collaboration by all tourism and hospitality people. Therefore, everybody must think beyond tourism in order to create sustainability in culture and natural resources for better tourism industry in the future.

I hope during the time at the conference all participants can take the opportunity to engage each other to talk about ideas for research and best practices. There will be plenty of opportunities for collaboration for everybody. As one of the outputs of the conference, I am sure the paper proceeding of the 6th THIC will be resourceful for tourism and hospitality researchers, academicians, and students to get useful reference for their further research.

Sincerely,

Agoes Tinus Lis Indrianto, S.S, M.Tourism, Ph.D
Conference Chairman of 6th THIC 2019
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HOW TO BUILD 21ST CENTURY STUDENTS FOR CAREERS IN HOSPITALITY AND TOURISM: A COMBINATION OF GAMIFICATION AND TASK-BASED LEARNING

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ABSTRACT

In order to survive in today's competitive world, it is challenging to explore how to make us more successful at work. The quicker we prepare ourselves, the more we would get an opportunity at work. Several approaches, such as task-based learning, have been used for developing the students' work skills in the hope that the skills learned by the students would be used or applied as an essential part of helping them move up in their careers after graduation. However, it was found that it is rare to find the combination of gamification, task-based learning and 21st century skills for preparing students to succeed for several career fields, especially in hospitality and tourism. The study, therefore, investigated the skill needs which the employers in hospitality and tourism are looking for from their employees. Then the qualitative data obtained from the semi-structured interviews were used as a source to create a guideline which is based on the combination of gamification, task-based learning and 21st century skills for training the students while studying. It is expected that the study will shed light on giving an effective alternative to students, teachers and others concerned who are interested in working in hospitality and tourism industry.

Keywords: *gamification; task-based learning; 21st century skills; hospitality and tourism industry*

INTRODUCTION

In order to survive in today's competitive world, it is challenging to explore how to make us more successful at work. The quicker we prepare ourselves, the more we would get an opportunity at work. Several approaches, such as task-based learning, have been used for developing the students' work skills in the hope that the skills learned by the students would be used or applied as an essential part of helping them move up in their careers after graduation. However, it was found that it is rare to find the combination of gamification, task-based learning and 21st century skills for preparing students to succeed for several career fields, especially in hospitality and tourism.

Gamification

Gamification was defined by several theorists, for example, as the use of game design elements, characteristic for games, in non-game contexts (Deterding et al., 2011); as a system which the players engage in an abstract challenge which was under rules, interactivity, and feedback that results in a quantifiable outcome (Kapp, 2012); and as a means to motivate behavioral and psychological outcomes (Koivisto & Hamari, 2014).

Koivisto & Hamari (2014) added that gamification aims at supporting and motivating the users to complete several tasks. Also, it was used to increase people's engagement and to promote their certain behaviors (Simões et al., 2013).

As mentioned, gamification is mainly related to simulation learning, interactive learning event (ILE). Normally, games, gamification and simulation are used for human resource development with 3 reasons − games are easier to build than ten years ago, average age of person who plays video games is getting older, and games are available on smart phones.

Among different perspectives towards gamification about the types of games, Kapp (2012) mentioned seven types of different game activities as shown in Table 1.

Table 1. Game Activities and Description of Game

Game activities	Description
1. Matching	The players have to match on item to another.
2. Collecting/Capturing	The players have to collect a certain number of objects.
3. Allocating Resources	The players have to balance many variables while growing their city set for the game.
4. Strategizing	The players have to allocate resources.
5. Building	The players have to create an object out of given materials.
6. Puzzle Solving	The players have to figure something out.
7. Exploring	The players have to explore the environment to learn what to do next, how to progress, and to achieve the winning stage.

Since the study focused on creating a guideline which is based on the combination of gamification, task-based learning and 21st century skills, only three types of game activities, Matching, Building, and Exploring, were selected for the game design to be consistent with the concept of task-based learning and 21st century skills, , learning and innovation skills in paticular, which cover *communication* (i.e. sharing ideas), *collaboration* (i.e. working with others), *critical thinking* (i.e. think systematically) and *creativity* (i.e. trying new approaches to achieve the goal) (Partnership for 21st Century Skills, 2010).

Task-based learning

Since task-based learning focuses on learners (Ellis 2003; Nunan 2005; Richards & Rodgers 2001) and encourages learners to use language in their real life (Beglar & Hunt 2002; Carless 2002; Littlewood 2004), group-work is used to encourage interactions and meaningful communication among students while doing tasks. In order to achieve the group-work task, the group members have to interact with one another through their different roles, such as initiator, elaborator, monitor, encourager and implementer, which are adopted by the group members based on the needs of different situations, such as brainstorming, writing and presenting. In order to deal with group work effectively, it is necessary for learners to use cooperative learning to enhance them work with others more effectively.

It has been found that cooperative learning influences higher academic achievement in any educational context (Johnson et al., 1998, 2000, 2007; Roseth et al., 2008; Slavin 1996; Springer et al., 1999). Cooperative learning leads to sharing knowledge together among students. Tran (2014) investigated the effects of cooperative learning on the achievement and knowledge retention of 110 undergraduate students in Vietnam. The students were divided into two groups who were alternatively taught using cooperative learning methodology or lecture-based teaching. The data obtained from both a post-test and a retention test showed that the cooperative learning group had significantly higher scores for both achievement and knowledge retention than the lecture-based group. In Thailand, benefits in terms of student achievement have also been found from using cooperative learning with tertiary students, in language skills such as reading, grammar, writing and speaking (Kwon, 2014; Pattanpichet, 2011; Thitivesa & Boonphadung, 2012; Wichadee 2005). The results of those studies show that cooperative learning enhances the students' acquisition of knowledge through interactions with their peers. From the students' perspective, this approach can prepare them for appropriate interactions with others in real life and future employment situations.

Allowing the students design their own role to complete their group work freely under the provided requirements could be a way to help us understand more how the students deal with other group members to achieve their group work task. Besides, in order to maximise pedagogical outcomes, we should consider the link between the group dynamics or the behaviors or processes occurring within a group or between groups (Cartwright & Zander, 1968; Dornyei & Malderez, 1997). Encouraging the students to work in groups successfully would also benefit the students. In that it could prepare them to have 21st century skills.

METHOD

Participants

The participants in this study were seven trainers, four trainers for hospitality and three trainers for tourism, who took care of seven Songkhla Rajabhat University (SKRU) undergraduate students who were interning in Krabi and Phuket which are located in Southern Thailand.

Instruments

Semi-structured interview

It was used to gain in-depth information about what are the skill needs which the employers in hospitality and tourism are looking for from their employees. After that, the data obtained from the interviews was analyzed by using content analysis relating to 21st century skills, *communication* (i.e. sharing ideas), *collaboration* (i.e. working with others), *critical thinking* (i.e. think systematically) and *creativity* (i.e. trying new approaches to achieve the goal) to be used as the basis for creating the guideline for training the students to work in hospitality and tourism.

RESULT AND DISCUSSION

In order to investigate the skill needs which the employers in hospitality and tourism are looking for from their employees, the qualitative data obtained from the semi-structured interviews were used. The analysis of the data obtained is presented below.

The skill needs in hospitality and tourism

The qualitative data obtained was categorized based on 21st century skills as follows.

Table 2. The Skill Needs of Employees in Hospitality and Tourism

Skill needs	Hospitality	Tourism
1. Communication	• *Being fluent in all four language skills, listening, speaking, reading and writing* • *Having effective English communication* • *Being able to understand English with different accents* • *Knowing English common words which were frequently used in hospitality field*	• *Having daily English conversation* • Being able to speak several languages, especially Chinese and Bahasa Melayu • *Knowing English common words which were frequently used in tourism field* • Having service mind • Being careful about all information informed for the customers
2. Collaboration	• *Being able to work with others well*	• *Being able to work with others well* • Be friendly
3. Critical thinking/ problem-solving	• *Having problem solving and decision making in real situation*	• *Having problem solving and decision making in real situation*
4. Creativity	--	• Designing magazine covers or posters • Using technology as a tool to enhance creating new products or services

As seen, the creativity was not mentioned by those from hospitality. That would be from the nature of working in hospitality, having a specific routine or a certain schedule for each day. Some opinions from the trainers were also revealed (see Table 3).

Table 3. The Opinion of Employees in Hospitality and Tourism

Hospitality	Tourism
"…The customers' satisfaction is the most important. …"	
"…We prefers students majoring in English because they can communicate in English…"	"…Every duty is important because they have their own details…"
"…It is quite difficult to train the students who are from hospitality program in case of they cannot communicate in English…"	"…For some responsibilities, especially island tour, the students should be able to swim and they do not need to have computer skills…"
"…It would be better if the students were trained about selling skills (e.g. selling package tours to tourists)…"	"…The students should be humble, on time and active…"
"…The students should know how to fold towels in a hotel before interning…"	"…The students should have background information about the company they are working for including basic information about the area which the company is located…"
"…We need the students who have problem-solving skills…"	
"…The students have to choose the company for their interning…If they choose a small and medium-size companies, they will have more opportunity to have various experience. On the other hand, if they intern in a large company, they would learn more about systematic working but have a lack of working variously…"	
"…The students should be trained to work in the real situation…"	
"…Should have evidence for all processes while dealing with the customers or other cases…"	

Guideline for training the students to work in hospitality and tourism

The guideline for the study was created based on the combination of gamification (e.g. Matching, Building, and Exploring), task-based learning (e.g group-work task) and 21st century skills (*communication*, *collaboration*, *critical thinking* and *creativity*). It is presented into two parts**:** matching between game activities and purposes; and the possible detailed information for using the created guideline.

In primary stage, it should be clear about what the students could develop after participated in each game activity. Then the matching between game activities and purposes is summarized in Table 4.

Table 4. The Matching Between Game Activities and Purposes

Task type	Game activities	21st century skills			
		Communication	Collaboration	Critical thinking	Creativity
Group work	Matching	✓	✓	-	-
	Building	✓	✓	✓	✓
	Exploring	✓	✓	✓	✓

After that the skill needs obtained from the seven trainers were used as the basis for adding the possible detailed information for different activities, as shown in Table 5.

Table 5. The Possible Detailed Information for Each Activity

Game activities	Possible detailed information	
	Hospitality	Tourism
• Matching	Require the students to match between the common English words frequently used in hospitality or tourism and their Thai meaning.	
• Building	• Require the students to create or produce the souvenir which could reflect their field or their company they are working for. • Ask them to create the story in English for their created souvenir to make the foreigners understand what they want to inform.	
• Exploring	• Provide a project for the students to work in group. • Set them a clear goal for completing the project. • Provide the students a consultation and scaffold them how to explore the environment to learn effectively, how to plan while working on the project and how to achieve the set goal successfully.	

CONCLUSION

This study was conducted to investigate the skill needs which the employers in hospitality and tourism are looking for from their employees. Then the qualitative data obtained from the semi-structured interviews were used as a source to create a possible guideline which is based on the combination of gamification, task-based learning and 21st century skills for training the students while studying before graduating. The outstanding result from the study showed that English is necessary while working in hospitality and tourism fields. Therefore, adding English while teaching the students could make them familiar with using English skills in the real situation. The students should be also trained or guided to develop their primary language skills, listening, speaking, reading and writing. It is expected that the study will shed light on giving an effective alternative to students, teachers and others concerned who are interested in working in hospitality and tourism industry. However, more studies about balancing the skill needs from the both sides, employers and employees in hospitality and tourism, and developing a more attractive tool for training the students (i.e. application) are needed.

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EXPLORING THE REMINISCENCE OF MAJAPAHIT KINGDOM IN TROWULAN - MOJOKERTO FOR CULTURAL HERITAGE TOURISM DEVELOPMENT

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ABSTRACT

Trowulan site in Mojokerto-East Java, is a priceless historical site of the Kingdom of Majapahit. Trowulan also match the requirements of a cultural heritage site. This paper is intended to make a review on its potential as a cultural heritage tourism attraction, using the concept of cultural heritage tourism (Akbar, 2015) and the Six A's Framework (attraction, amenities, accessibility, available, activities and ancillary services) according to Buhalis (2000). The methodology used is descriptive qualitative through interview an observation. Result of the study shown that the stakeholders realize the potential of tourism attractions in Trowulan. However, major improvements have to be made regarding amenities while accessibility is not an issue since this site is located in Mojokerto city, only 51,9 km from Surabaya.

Keywords: *cultural heritage tourism; sustainable tourism; Majapahit Kingdom; Trowulan*

INTRODUCTION

Trowulan, a small subdistrict in Mojokerto, East Java, is better known as Kota Majapahit, because the district has an area of 39.20 square kilometers where many relics of the Majapahit Kingdom were found. Consists of 16 villages, Trowulan Subdistrict has high historical value in Indonesia and recalls the greatness of the Majapahit Kingdom (Akbar, 2015). There are some important relics that had been found, such as: Brahu Temple, Bajang Ratu Temple, Gentong Temple, Kedaton Temple, Menak Jinggo Temple, Rats Temple, Wringinlawang Temple, Segaran Pool, Hexagon Floor, and Umpak Sentonorejo. According to experts there are still many other relics that have not been found yet in the Trowulan Site Area.

Since the reminiscence are so many, it is very easy to find the relics of Majapahit Kingdom in this area. The residents can just find it when they are doing their daily working activities. For example, when a farmer ploughing his farm he may encountered the relics of Majapahit ini his land. Since then the community has been competing searching for found items through excavation of land (Sadilah et al. 2013: 985). Currently, the authorities that responsible to manage the area is East Java Cultural Heritage Preservation Center (Balai Pelestarian Cagar Budaya). Every relics finding should be reported to this institution.

However, despite of the priceless value that owned by this area, up until now the condition in this area is far from ideal. There are some problems arise because as a historical site, Trowulan has been highly populated, causing the increasing need of lands (Akbar, 2015). The other problém comes from the time needed by BPCB to identify every relics being found and reported by the residents. When a relic was found, the area of findings will be isolated for the purpose of identification. Usually the proces will také a long time, and during the process the resident could not use their land. This situation had made the people in Trowulan reluctant to report their findings since it will affecting their livelihood .

This situation should be immediately addressed to avoid more degradation in the historical sites, and at the same time actualizing the benefits of this site to its community. Referring to the characteristic of Trowulan site, it has the characteristic of a heritage tourism destination. According to Silberberg (1995, p. 361) , heritage tourism is defined as tourism that motivated by wholly or in part by interest in historical, artistic, scientific, lifestyle, or cultural offerings of a community, region, group, or institution. Some examples of heritage tourism products include cultural heritage tours, heritage trails, purpose-built heritage theme parks, museums, galleries, and cultural/visitor centers (Salazar, 2012; Liu et al., 2013; Cros, 2001).

To follow up the idea of making Trowulan Site as a cultural heritage tourism destination there some comprehensive planning needed. Tourism is one of the activities that has a strategic role in supporting national economic development. This sector is considered as one of the sources of reliable foreign exchange earners, has an important role in increasing employment, encouraging equal opportunity for businesses, and encouraging equal distribution of national development. In addition, the tourism sector plays a role in alleviating poverty which will ultimately improve people's welfare.

According to Buhalis (2002) a tourism destination is a mix of various tourism products that offer integrated experiences to consumers. Destinations have perceptual concepts that can be interpreted subjectively by consumers depending on their itinerary, cultural background, travel destination, level of education and their past experience. He also added that most of the destinations consisted of important elements better known as The Six A Framework, which contained the followings: 1) Attractions: the most important component in the tourism system which is the main motivation for tourists to travel. Attraction can be natural, man-made, human, built with a specific purpose and has historical value; 2) Accessibility: the level of how easily both domestic and foreign tourists reach the destination. Accessibility refers not only to means of transportation but also to support facilities and infrastructures; 3) Amenities: concerns the infrastructure such as electricity, drinking water supplies, and energy sources, as well as superstructures such as shops, hotels, restaurants and entertainment venues; 4) Available: the availability of packages that have previously been regulated by an intermediary or principal; 5) Activities: all kinds of activities available at a tourist destination and what visitors can do at the destination; 6) Ancillary services: additional services to support the tourism activities such as banks, ATMs and hospitals.

This research is observing the readiness of Trowulan to be developed as a cultural heritage tourism destination from Buhalis’ Six A Framework. The result of the research may become a reference base for the authorities in Trowulan if they would like to develop the area as a tourism destination. Therefore, the paper is titled as *Exploring the Reminiscence of Majapahit Kingdom in Trowulan - Mojokerto for Cultural Heritage Tourism Development*.

METHOD

The study is intended to observe carefully the readiness of Trowulan district to be developer as a cultural tourism destination. Therefore, the study was conducted using qualitative method in order to gain deep insight on the topic. According to Brunt, Horner and Semley (2017), research about ideas or feelings is often more appropriate to use qualitative techniques such as interviews or focus groups in data collection. Thus, the data collection method in this study is through observation and interview.

The observation and interview were done on Six A's Framework components of Trowulan. The checklist of observation and interview contains these questions:

Table 1: Points of observation and interview

Six A's Framework Components	Items
Attraction	Data regarding attractions
Accessibilities	Data regarding how to access the attractions
Amenities	Data regarding all facilities that support and provide the needs of tourists
Activities	Data regarding tourism activities that can be done in the destination
Available	Data regarding available tour packages
Ancillary Services	Data regarding additional supporting facilities in Trowulan

Source: Buhalis (2002)

While the interview was done to three key persons in Trowulan community. The interviewees were: an active Trowulan's site tour guide, the head of the village and the member of Mandala Majapahit community. Mandala Majapahit is a group of community whose main activities is promoting the conservation of Majapahit history.

RESULT

The result of the observation was compiled in the following table:

Table 2: Results of observation and interview

Six A's Framework Components	Items	Remarks
Attraction	**Data regarding attractions:** Gapura Bajangratu (Gate of Bajangratu) Candi Brahu (Brahu Temple) Candi Gentong (Gentong Temple) Candi Kedaton (Kedaton Temple) Candi Minak Jinggo (Minak Jinggo Temple) Candi Tikus (Tikus Temple) Candi Wringinlawang (Wringinlawang Temple) Kolam Segaran (Segaran Pool) Kubur Panjang (Long Grave) Makam Agung Troloyo (Agung Troloyo Grave) Makam Putri Cempo (Putri Cempo Grave) Museum Trowulan (Trowulan Museum) Pendopo Agung (Agung Hall) Situs Siti Inggil (Siti Inggil Site) Situs Lantai Segi Enam (Hexagonal Floor Site) Situs Umpak 18 (Umpak 18 Sites)	The locations of these attractions are in Trowulan Regency
Accessibilities	**Data regarding how to access the attractions:** Part of the National Road Route 15 that connects the Special Region of Yogyakarta, Central Java and East Java. The distance from Surabaya City is 70 km and from Jombang Regency around 12 km.	The accessibility is quite high

Six A's Framework Components	Items	Remarks
	Can be accessed by private vehicle or public transportation. Modes of public transportation: inter-city buses that pass through the Mojokerto Terminal, or City Transportation from Mojoagung or Mojokerto Terminal.	
Amenities	**Data regarding all facilities that support and provide the needs of tourists:** Accommodation: There is one three stars hotel and one homestay Food and Beverage facilities: 20 restaurants and 178 food stalls Transportation: for tourists who do not have private vehicle they can rent motorcycle vehicle, city transportation or rent car.	Data from the interview and secondary data
Activities	**Data regarding tourism activities that can be done in the destination:** Sightseeing, take pictures, observation and listening to the explanation from the guide	Data from observation
Available	**Data regarding available tour packages:** There are various package tour available, mainly prepared by tour and travel from outside Trowulan. The visitors can request for package tour to the local tour guide, the transportation providers of to the East Java BPCB (Cultural Heritage Preservation Center) tour guide.	Data from interviews
Ancillary Services	**Data regarding additional supporting facilities in Trowulan:** There are convenience store in Trowulan, ATM is in the convenience store. There is a small hospital There is a police station	Data from observation

Source: Data Collection (2019)

The data above were compiled from observations and interviews. The observation were conducted with the local guide to give directions and informations. From the data above, it seems that Trowulan has already own the components of Buhalis‘ Six A's Framework. In terms of attraction, there are 16 main attractions that can be visited by the tourists. Accesibility is not an issue for this location. As a small regency, the number of accommodation, FB stalls and local transportation are also available. The next A is activities. Regarding this the main activities that can be done by the visitors are sightseeing, take pictures, observation and listening to the explanation from the guide. In terms of Available, there are various package tour available for the tourists which are conducted mainly from outside Trowulan. Finally, Ancillary services also available in the area.

DISCUSSION

Referring to the above data, it seems that Trowulan has owned all Buhalis‘ Six A Framework components of a destinations. However, the aspect of quality is also need to be improved. Now Trowulan has many historical and priceless attractions in its area. The historical value is very high, because Majapahit was a great kingdom and the roots of current Indonesia. However, depending only the high historical value is not enough. What have to be improved in these attractions are the complete and reliable information about each attraction since the historical value need to be transferred to the visitors in order to make them understand and appreciate the value. In addition, a clear interpretation pat his also needed to make the tourists experience optimal. For example, there must be an information about the order of attractions to be visited, where the tourist then can have an idea about the Majapahit Kingdom. The information from the local guide also need to be standardized.

As for the accessibilities, there is no serious issues because the accessibility to this area is quite high. As being mentioned in the data, the area is connected with main roads and only 70 km from Surabaya. It can be access both by public or private transportations. This is a good foundation for the tourism development. However, the transportation also need to be improve and well coordinate. As an idea, Trowulan may develop a model of environment friendly transportation in the area by opening a bicycle trail for the internal transportation.

Amenities as the next components has also exist in Trowulan, even though for accommodation there is only one three stars hotel, and other accommodation are homestay in the local residents‘ houses. The quality of the accommodations need to be improved because as a cultural historical sites, it may attracts not only daily visitors, but also domestic and international tourists. An international standard accommodation is what to be provided in amenities aspects. This is also need to be applied in food and beverage facilities.

In terms of activities, it can be said that the number of activities are quite limited. Currently the tourists can only do sightseeing, take pictures, observation and listening to the explanation from the guide. The attractions in Trowulan have to be more creative in this area so that the tourists will not be bored. In addition, various activities may add the length of stay of the tourists that may lead to more consumption activities which will give benefits to the communities. With the existing condition, tourists may only stay half day in Trowulan area, because the length of visit in each attraction is also quite shorts.

Regarding availables, There are various package tour available, mainly prepared by tour and travel from outside Trowulan. The visitors can request for package tour to the local tour guide, the transportation providers of to the East Java BPCB (Cultural Heritage Preservation Center) tour guide. However, the tour packages available is not well coordinated, and mainly comes from tour and travel outside Trowulan. It is very important to manage the existence of the tour packages that can also beneficial economically for the local residents.

Finally, ancillary services are also available in Trowulan. These ancillary services such as convenience stores, ATMs, small hospital and police station support the tourism activities in the area. The existence of ancillary services provide convenience for the tourists because they can find their main daily needs easily, also feel secure when they are visiting the destination.

CONCLUSION

In conclusion, the result of the study shows that Trowulan has already have all components in Buhalis Six A's Framework. However, these components have to be improved in terms of quantity and quality. By increasing the quantity and quality, these components can support tourism activities in the area. The intervention and commitment of the authorities to develop cultural heritage tourism is needed.

This study has some limitation. First, the data collection was based on observation and interviews only. Second, the study do not involve the communities as one of importants stakeholders of Trowulan. Therefore, the next research should consider the opinion of the communities as well.

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THE ANALYSIS ON THE TRANSITION IMPACT OF HOTEL OPERATOR MANAGEMENT TO HOTEL INDEPENDENT MANAGEMENT TOWARDS MARKET SEGMENT AT BROMO PARK HOTEL PROBOLINGGO

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ABSTRACT

This researchexplains the impact of the transition on the two management to find out how far the changes occur and better compare which hotel management and hotel management management is better. In this researchthe focus is on the market segment (product, price, placement and promotion). The purpose of this study is to provide an overview of the impact of the transition changes that occur from operators management to independent management. This researchuses a qualitative approach with descriptive methods. The data analyzed is the result of interviews with the owner, employees who are in the management management and independent management and corporate bromopark customers. The results of the study show that the transition effects of operator management can be said to be not optimal because the collaboration with operators management only lasts about 6 months in managing hotel operations. And independent management can be said to be quite successful because it is handled directly by the owner, good changes from the employee's side, the lack of complaints and up to increasing occupation can also be said to be better independent management than operator management.And if viewed from the customer side it doesn't have an effect, because from the change in the second transition of management, the Bromo Park Hotel management does not change the market segment of existing customers. So their average market customer segment if viewed from the annual occupancy both from the individual, corporate, publish and OTA.

Keywords: *transition, operator management hotel, independent management hotel*

INTRODUCTION

Tourism is an industry which can accelerate the economic growth in a country. This is a sustainable industry in which increases every year and it will boost Indonesian economy (Kemenkeu, 2018). It also affects the development of available accommodation in Indonesia, specifically in Probolinggo city.

The accommodation in three starred hotel is still divided into two types, namely international three starred hotel or national chain which uses operator management hotel, and local hotel (independent). Three starred hotel in Probolinggo which used operator management in 2016 was only found in 1 hotel, namely Bromo Park Hotel. In 2017, the hotel was no longer using the operator management hotel, yet it was changed into independent hotel up until now.

In the beginning, Bromo Park Hotel belonged to the Wilson Management Hospitality then it turned to Independent management. Based on the presentation from the informant at Bromo Park before the process of grand opening on 16th December 2016 was held, Wilson Management Hospitality was still helping in the open recruitment employee assisted by 7 trainers from Wilson Management and recruited 30 employees by promising high salary. After the gran opening process took place, the cooperation was terminated and it turns to Independent management with the total of 81 employees up until now in which it is in accordance with the number of rooms available at Bromo Park Hotel Probolinggo.

Apart from the number of employees differences, price rate was also different when the soft opening took place and published rate price reached up to Rp 248.000/superior room and it was only opened on the 5th floor since the ones in 6th and 7th floor were still under finishing process. Then when the grand opening, room price rate reached Rp 418.000/superior room (Grand Opening). That was the transition of Wilson Management after slowly seceding, up until now room price rate in 2018 was Rp 538.000/superior room and there was an increase of Rp 50.000 in 2019 for all room types' published rate.

The usage of Online Travel Agent (OTA) also had differences in the era of operator management hotel and independent hotel. Based on the informant's presentation of Bromo Park's head office front office, he said that when it was still Wilson Hospitality, 4 OTAs were used: Traveloka, Booking.com, Pegipegi and Website, and in Independent management 6 OTAs were used: Traveloka, Booking.com, Pegipegi, Agoda or ycs, Hotelier, and Bromo Park's Website.

Due to the presence of transition process, then various strategies focused in segment market was taken by the company to improve and enhance guests' loyality of Bromo Park and to focus themselves for equalizing or enhancing their service quality more then operator management hotel. With the presence of independent management hotel, they are able to develop themselves and make people to be more familiar with them. Segment markets that are going to be discussed will be more on 4P indicators, namely Product, Price, Placement, and Promotion.

Nevertheless, if it is seen from customers' side, it will not get affected since the transition changing of both managements as well as management of Bromo Park Hotel do not change market segment in the presence customers. Thus, their segment market customer is average if it is reviewed annually, either from individual, corporate, publish or OTA sides.

METHOD

The approach applied in this research was qualitative approach in which the data collected were not in the form of numbers, but they were from interview's transcript, field note, personal document, notes, memo, and other official documents. Therefore, the aim of this qualitative research is to depict the empirical reality behind the phenomena in depth, detail, and complete using descriptive method (Lexy, 2004).

Data Resources

Data resources are all things which can provide information regarding to data. Based on the resources, data is divided into two, primary and secondary data (Sugiyono, 2009):

a. Primary Data

It is a data made by the researchers for specific purposes to solve the problem that is being faced. The data itself was directly collected from the first resources or the place of research object conducted. The researchers used this data for obtaining direct information regarding to Transition Impact of Operator Management Hotel becoming Independent management Hotel at Bromo Park Hotel Probolinggo.

b. Secondary Data

It is the data that had been collected for other purposes aside from solving the problem that is being faced. This data can be quicky found. In this research, the secondary data were literature, article, journal, and website in the internet which related to the research conducted. It can also be in the form of magazines, bulletins, publications from various organizations, results of studies, survey results, study histories, and many more.

Data Analysis Technique

According to Miles and Huberman (1992) the steps of data analysis technique are:

1. **Data Collection**
   Collecting the data in research location through observation, interview, and documentation by determining appropriately deemed data collection strategy for determining focus as well as data deepening in the following data collection.
2. **Data Reduction**
   Selection, focusing, abstraction, and transformation process of raw data which were directly available in the field and continued while collecting the data. Thus, reduction data was starterd when the researchers focused their research area.
3. **Data Presentation**
   It is s series of information organization that enable the research to be conducted. Data presentation was obtained several types, networking, activity related or table.
4. **Drawing Conclusion**
   After the data were collected and presented, the next stage it drawing conclusion or verification. The researchers must understand and be responsive towards the things were directly studied in the field by arranging instruction pattern and cause and effect.

Data Validity Technique

In a research, valid and reliable data are needed. There are various ways which can beused to test and check data validation. Some of them are by time extension, triangulation, and rechecking. In this research, the researchers preferred to use triangulation technique. According to Sugiyono (2006), triangulation is a common way which is used in data validation assurance in qualitative research. Triangulation is data validation examining technique by utilizing something outside the data for data checking purpose or as the comparison towards the data.

RESULT AND DISCUSSION

After the results of descriptive analysis on the benchmark of transition impact from operator management to independent management hotel at Bromo Park Hotel were obtained, the followings will discuss several indicators which will be concluded into several sub-indicators into 4 transitions of market segments (product, price, placement, and promotion):

1. Transition on the Segment Market (Product)

The followings are the differences on market segment product with several indicators in them which refer to operator management and independent management at Bromo Park Hotel Probolinggo.

Table 1. The Differences on Market Segment Product

INDICATOR and INFROMANTS	OPERATOR MANAGEMENT	INDEPENDENT MANAGEMENT
Performance **Informants :** Mr. Andreas Mr. Rohman Mr. Anjas Mrs. Ina	There was VHP *Training* for all Employees 30 permanent workers ± 10 daily workers Only served breakfast menu Only opened room selling on the 5th floor	Seminar on Motivation for all employees 81 permanent workers Opened all ala Carte and Buffe menu Selling was on 5th, 6th , and 7th floors
Feature **Informant :** Mr. Rohman	There were no spa, swimming pool, and gym facilities	There were no spa, swimming pool, and gym facilities
Durability **Informants :** Mr. Rohman Mr. Anjas Mrs. Ina	There was no renovation or replacement and maintenance	There were several maintenance in some equipments
Reliability **Informant :** Mr Andreas	Rooftop malfunction	There was rooftop utilization planning (lounge, fitness center and swimmingpoll) as point of interest, yet the foundation was not firm enough. Thus it was cancelled
Serviceability **Informant :** Mr. Anjas	Good enough	Much better(saw skill, attitude dan knowledge more)
Aesthetics **Informant :** Mr. Anjas	Simple platting process	Varied platting process
Perceived Quality **Informant :** Mrs. Yuni	• Used social media instagram and facebook • There were 3 price ranges OTA, Corporate and publish	• Used instagram more • There were 3 price ranges OTA, Corporate and publish

With the different performance from operator management and independent management, both managements contributed the performance well, either from the superior or the subordinates. However, if both are compared, independent management hotel was better since it had an increase on number of employees which was quite a lot. It was definitely more organized and arranged in doing the jobdesk for each employee.

The features in the form of facilities, such as fitness center, swimming pool, were not available and are now still the same between operator management and independent management hotel since the beginning until right now due to hotel's new operational period. What is certain, during operator management, there were no renovation or changing in some existed facilities. The same for independent management, yet, there were some equipments needed to be maintained.

As the time went by, in operator management which was still handled by Wilson hospitality, there was no future expansion at all. After the transition to independent management, there was a planning that in utilization of unused facilities, for instance rooftop which was going to be used as point of interest like lounge, fitness center, and swimming pool. However, since the foundation was not firm enough, then it was cancelled.

Independent management also brought good impact towards employees' professionalism which increased in terms of serviceability compared to operator management. It was supported with employee's selection during open recruitment which saw more on their skill, attitude, and knowledge as applied in independent management which impacted in varied specified aesthetics. It was not only that, in perceived quality both managements also used 3 ranges of price, OTA, corporate, and publish, to enable the customers chose the price that they wanted.

2. Transition on the Segment Market (Price)

The followings are the differences on segment market price with several indicators in them which refer to operator management and independent management at Bromo Park Hotel Probolinggo.

Table 2. The Differences on Segment Market Price

INDICATOR and INFORMANTS	OPERATOR MANAGEMENT	INDEPENDENT MANAGEMENT
Price affordability **Informant :** Mrs. Yuni	In the *soft opening* Rp. 248.000, *grand opening* Rp. 418.000 (2016), *publish rate* Rp. 538.000 (2017-2018), *corporate*rate Rp. 418.000 (2016) Rp. 468.000 (2017) Rp. 488.000 (2018)	After *grand openingpublish rate* Rp. 538.000 (2017-2018) Rp. 588.000 (2019) for superior type
Price competitiveness **Informant :** Mrs. Yuni	There was no price difference on low, middle, and high seasons	There was a price difference on high season Eid Fitr +Rp. 100.000 from publish rate, applied D-7 and D+3
Price suitability with product quality **Informant :** Mrs. Yuni	The service provided to the customers was not structured yet	It was more structured and directed to maintain product quality by reducing number of existed complaints
Price suitability with product utility **Informant :** Mrs. Yuni	Focused more on room selling	Focused on room, meeting room, and restaurant selling

With the differences in several market segment indicators in operator management and independent management, seeing from the difference of price affordability, it was more varied in operator management due to no discussion happened with owner parties. And if it is seen from price affordability in independent management, it tended to be steady and was not changed, so it eased the customers in memorizing the price either corporate, publish, or OTA. Based on the explanation of the informants, at the end of December 2016 operator management had ever changed the room rate up to 700.000 and it was only lasted temporarily because the owner thought the price was too expensive and inflexible.

Afterwards, for price competitiveness, both managements had have no difference amongst low, middle, and high season and when the independent management transition happened, there was a competition of new price for high season at Eid Fitr with the increase of Rp 100.000 per type which applied D-7 and D+3. For price suitability with product quality in management in operator management, the service provided to the customers was not really structured, however, with the transition to independent management it was more structured and directed to maintain product quality by reducing the number of existed complaints. It was not only that, in 2016, it also focused on room selling only. Yet, as the time went by, independent management directly focused on all sellings, including room, meetingroom, and restaurant.

3. Transition on the Segment Market (Placement)

The followings are the differences on segment market placement with several indicators in them which refer to operator management and independent management at Bromo Park Hotel Probolinggo.

Table 3. The Differences on Segment Market Placement

INDICATOR and INFORMANTS	***OPERATOR MANAGEMENT***	***INDEPENDENT MANAGEMENT***
Access **Informant :** Mr. Andreas	Bustling center	Bustling center
Visibility **Informant :** Mr. Andreas	Closed to Graha Mulya Store (the same *independent management*)	Closed to Graha Mulya Store (the same *independent management*)
Traffic **Informant :** Mr. Andreas	Convenient access	Convenient access and online media also give influence due to the era of millennial generation in which gadget is commonly used to find information
Parking Lot **Informants :** Mr. Miftahul Mr. Rohman	Able to accommodate around 45 cars and 40 motorbikes+valet parking	Able to accommodate around 45 cars and 40 motorbikes+valet parking
Expansion **Informant :** Mr. Andreas	There was no expansion	There will be expansion with point of interest addition (gym, fitness center, swimming poll) and ballroom
Environment **Informant :** Mr. Miftahul Mr. Anjas	Closer destination affected the increase of customers and near the hotel still lacked of restaurant	Closer destination affted the increase of customers and more restaurant, shopping and culinary centers were already available near the hotel
Competition (Competitors location) **Informant :** Mr. Anjas	Already knew target of segment, thus competitors location were not affecting	Already knew target of segment, thus competitors location were not affecting
Government regulation **Informant :** Mr. Miftahul Mr. Rohman	There was not any installation and still allowed to install everything in public holiday	Was allowed to install everything in public holiday

With the differences of transition existed in segment market placement between operator management and independent management, the access of Bromo Park Hotel was located in bustling center and closed to Graha Mulya Store which was in the same independent management or belonging to one family ownership. The same for parking acces in Bromo Park hotel, it could accommodate around 45 cars and 40 motorbikes+valet parking.

By seeing those things, hotel expansion was still not thought in operator management. After the transition, there was an idea for the expansion by adding several lands next to it in which would be planned by adding point of interest (gym, fitness center, swimming pool) and ballroom. For hotel surrounding, which was still in operator management in 2016, restaurant and destination were still limited. It was different from independent management of closer destination which affected the increase of customers and there were more restaurant, shopping and culinary centers surround the hotel.

4. Transition on the Segment Market (Promotion)

The followings are the difference in market segment promotion with several indicators in it which refer to operator management and independent management in Bromo Park Hotel Probolinggo.

Table 4. The Differences on Market Segment Promotion

INDICATOR	*OPERATOR MANAGEMENT*	*INDEPENDENT MANAGEMENT*
Selling frequency **Informants :** Mrs. Yuni Mr. Miftahul	Using *facebook* and *instagram* in terms of promotion Using 4 OTAs (*Traveloka, Booking, Pegi - Pegi* and *Website*)	Using *instagram* in terms of promotion Using 6 OTAs (*Traveloka, Booking, Agoda or ycs, Pegi – Pegi, Hotelier* and *Website*)
Promotion quality **Informants :** Mrs. Yuni Mr. Miftahul	The availability of brochure and *Sales call*	The availability of brochure and *Sales call*
Punctuality or Target suitability **Informants :** Mrs. Yuni Mr. Miftahul	Individual and business	*Average* amongst tourists, businesses and leisure depending on timing
Promotion time **Informants :** Mrs. Yuni Mr. Andreas	In accordance with the agreement with the *owner*	In accordance with the agreement with the *owner*

With the transition differences existed in market segment promotion between operator management and independent management, both were using the same sleeing frequency, such as social media instagram and facebook. The difference was number of OTA used, in operator management there were 4 OTAs (Traveloka, Booking.com, Pegipegi, and website), while independent management used 6 OTAs (Traveloka, Booking.com, Agoda or ycs, Pegipegi, Hotelier, and website). Therefore, promotion quality for both managements was the same due to the availability of brochure and sales call system that worked. Subsequently, during in operator management, the individual was more than the business one, yet if it was compared to independent management, the customers were average amongst tourists, business, and leisure which was depending on the time.

CONCLUSION

Based on the result of the research presented above, there are several conclusions can be drawn in the result of descriptive analysis with the presence in transition impact from hotel operator management becomes independent management towards segemetn market in Bromo Park Hotel Probolinggo, in which the segment market is not affected if it is reviewed from customer's side. It is due to the changes of both managements, management of Bromo Park Hotel does not change the segment market in the presence customer. Hence, their segment market customer is average if it is reviewed annually, either from individual, corporate, publish, or OTA sides.

If it is reviewed from the operational in the independent management, it can be said to be successful since it is able to seen from the increase of the occupancy annually. And operator management is said to be unsuccessful since in managing the operational was only 6 months in which a business is said to be successful if it can pass the first 2 years. And in the website of operator management itself, minimum collaboration contract with them is 2 years, yet that is below minimum standard and there is no penalty must be paid by Bromo Park also the contract can be cancelled at any time.

It is not only that matters, in 2013 in which initially Wilson Hospitality was in charge for 15 hotels and restaurant, many of them seceded themselves due to several problems occurred. It can be concluded that in operator management has no optimum work or probably the cooperation in it does not work properly. Aside from that, the initial fee asked by operator management was only 10 millions per month with the excuse of initial promotion or branding their management. However, in fact, there were some internal problems occurred.

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THE ANALYSIS ON THE IMPLEMENTATION OF *SAPTA PESONA* IN PILGRIMAGE TOURISM OF MENARA MOSQUE AND TOMB OF SUNAN KUDUS

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ABSTRACT

A tourist destination should exercise Sapta Pesona to create a comfortable visit. Sapta Pesona consists of seven characteristics to benchmark a destination. As a country with various beliefs, Indonesia has several pilgrimage destinations. Masjid Menara and Sunan Kudus Mausoleum from Kudus, Central Java gained tourists' attention and act as the icon of the Kudus regency. The purpose of this study is to analyze the application of Sapta Pesona characteristics in the Mausoleum of Sunan Kudus. This research was conducted through textual analysis and qualitative data collection namely interviews, observation, and documentation. Despite incomplete implementation of Sapta Pesona Sunan Kudus Mausoleum as pilgrimage destination could be improved on orderliness, cleanliness, and coolness aspect.

Keywords: *Menara Mosque, pilgrimage destination, Sapta Pesona, Sunan Kudus, Walisongo*

INTRODUCTION

Indonesia has tourism potentials which become the attractiveness for domestic and international tourists. It is proved through the number of tourists visit which increases in every year. Indonesia which is famous for its diversity seems to never stop in giving interesting experience while visiting the available destinations. So is for Central Java, the province in which the width is 28,94% of Java Island provides various tourism destination which are as great as other destinations in other provinces in Indonesia. One of them is Pilgirmage Tourism which has two famous sites, Menara Mosque Menara Mosque and Tomb of Sunan Kudus, located in Kudus, Central Java. Al Manar Mosque, better known as Menara mosque, has been established since 1549 by Sunan Kudus and it is the acculturation concept of Hindu and Islam that still existed up until now. The mosque has uniqueness from architechture and historical aspects in which make it as well as Tomb of Sunan Kudus are not only as places for worshipping, but also as attractions in other aspects.

Sapta Pesona (Seven Enchantments) is the manifestation of togetherness circumstance of all parties to create the harmony of natural environment and nation's sublime culture related to the support and the role of local communities as the host in attempt to create condusive environment and circumstance which are able to encourage tourism industry through the implementation of *Sapta Pesona* itself: Secure, Orderly, Clean, Clement, Lovely, Hospitable, and Reminiscent. *Sapta Pesona* is used as the benchmark which is not only to assess whether a destination is appropriate enough, but also as the basic of quality enhancement from tourism products. Therefore, it can be said that *Sapta Pesona* is a condition which needs to be embodied in each tourism destination to attract tourists' interest in visiting the destination in which in this research is the complex of Pilgrimage Tourism, Tomb of Sunan Kudus and Menara Mosque.

METHOD

This research applied descriptive qualitative method in which the purpose was to make factual and accurate description and depiction so it could amongst phenomena examined (Nazir, 2005).

Types of Data

This research was not using data in the form of numbers, scores, or mark that can be graded mathematically or statistically (Creswell, 2009), yet it went through structured, formal, inflexible description which was initially described in details before conducting the research (Kurniawan, 2012).

Data Resources

According to Sukandarrumidi (2006) qualitative data in a research was endeavoured not to be subjective, thus it should have been given a value. There are two data in this research, namely:

a. **Primary Data**; it is derived from the original source or the first source. This data was not provided in the form of compliation or in the form of file (Umi Narimawati, 2008). It was collected from direct field observation in Pilgrimage Tourism complex of Menara Mosque and Tomb of Sunan Kudus. The quest of this data must have been through informant, in which was the person who became the research object or the information sources. In this research, main information sources were from the management of Menara Mosque and Tomb of Sunan Kudus Foundation, one community influential figure, travel blogger, two visitors of pilgrimage tourism, and a merchant who sold the goods in pilgrimage tourism Tomb of Sunan Kudus.

b. **Secondary Data**; It is a data which consists of various sources. It was supporting data which may have been useful to complete primary data (Sugiyono, 2013). In this research, secondary data were from journals, books, internet, and articles. Data collection was dony by take a part of or all of the parts from the obtained data.

Data Analysis Technique

Miles and Huberman in Herdiansyah (2012) mentioned that data analysis techniques in qualitative research were consisted of:

A. **Data Collection**

This process was conducted prior the research was started, when the research was on going, and even at the end of the research. The data collected were in the form of journals, observation data, field notes, recording of interview results, books, and many more in which later would be analyzed.

B. **Data Reduction**

It is a process of reducing unnecessary part, combining and classifying data which had been collected through result of observation and interview, field notes when the research was on going to provide comprehendsive depiction from the observation during research process.

C. **Data Presentation**

In qualitative research, data presentation is in the form of description which explains the relation amongst the categories so it eases the researchers in seeing the depiction thoroughly. The researchers tabulated semi-finished data that had clear flow into classified matrix (classified theme), in which later those theme would be expressed in more concrete forms and ended with coding which eased the research to be understood.

D. Drawing Conclusion

In qualitative research, drawing conclusion should be able to answer the problem which has been formulated in the beginning. Therefore, it is a must to look for the similar pattern, theme, relations that frequently appear, until they generate the description of conclusion from the whole of sub-theme category provided in classification and coding table in which later will answer the problem of phenomena raised in the research.

Data Validity Technique

The checking process of data validity needs to be done in order to make sure that the generated data can be scientifically justified. It was a stage in reducing the fault in data collecting process of a research (Moleong, 2007). Data validity can be achieved using precise data collecting processes, one of them is triangulation process. In this research, the triangulation would be conducted with source triangulation, in which the information were derived through various sources that were relevant with this research (Gunawan, 2016).

RESULT AND DISCUSSION

Tourism Destination

It was a place which was visited in certain significant period of time during someone's journey compared to other places passed during the trip (Diarta, 2009). Tourism destination will never be aparted from tourism products in which the tourists surely need them. In order to make the destination and the product develop, there are 3 elements that should be existed:

A. Attractions

After conducting data analysis in this research, the researchers saw that cultural attraction was the main cause for the tourists to do a visit (Diarta, 2009). One of them was the presence of annual Pilgrimage Tourism, such as Dhandhangan and Buka Luwur – an event which consists of series of luwur cloth changing procession in Tomb of Sunan Kudus's cupola until the distribution of cricker rice, cutted luwur cloth to the people. The interest of all public segments to take part of this even could be seen through the funding process which came from the the local communities, starting from cooking the cricker rice and distributing it either for the locals themselves or to the tourists who visited the site. Buka Luwur procession showed that cultural heritage bequeathed from Sunan Kudus was not only belonging to one religion, but also for all culture and relgions who wanted to join was really welcomed. This cultural attraction was not apart from the role of Sunan Kudus who belonged to the Nine Walis (Wali Songo).

B. Amenities

Amenities are supporting facilities in certain destination, such as toilet, signage, gift shop, and restaurant (Diarta, 2009). Based on the results of research observation by the researchers, the facilities mentioned were available in Sunan Kudus Pilgrimage

Tourism, however, there were some facilities which seemed to be lack, and toilet was one of them. There were approximately 40 toilets in the pilgrimage tourism site and spread over several locations, for instance in the northern and southern parts of Menara Mosque, and in the Moque area as well. With total number of tourist achieved 800 people per day, it caused the number of toilets owned by this pilgrimage tourism are insufficient to accommodate the tourists. This case was being discussed further by the management team with the addition of number of toilets in northern part of the mosque.

In this destination there had been many merchants of gift shop and souvenir shop which sold complete goods. Local communities also sold the gifts, such as fezs, embroidery moeslem women prayer dresses, and calligraphy–the specialty of Kauman Village. Based on the observation of the researchers, the signage played significant role so the tourists were able to know the direction and where the headed destination was in this tourism site. Signages were places in many locations and installed in details.

C. Accessibilities

Accessibilities are related to the existing infrastructure around the destination, such as parking location, facilities which ease the tourists to visit and to save the time and money for reaching the destination. Pilgrimage Tourism of Menara Mosque and Tomb of Sunan Kudus are located in the center of Kudus city, in which is on Menara Street. Based on the location in which this destination placed, they are reachable destinations in which the tourists can easily go and directly be dropped off in front of them. Nevertheless, for the tourist who come in group or bring the vehicles which need parking lots, those seem to be farther. However, there are some other facilities, such as motorbike taxi (*ojek*), public transportation, and pedicab which can bring the tourists from the parking lot to the destination and vice versa.

Implementation of *Sapta Pesona*

After conducting the data analysis in this research regarding to the implementation of Sapta Pesona which consisted of seven points, namely Secure, Orderly, Clean, Clement, Lovely, Hospitable, and Reminiscent, the researchers figured out that;

A. Secure

It is a condition which s free from criminality, there is no contagious disease, there is no interference from the local communities, thus the tourists feel comfortable (Bakaruddin, 2009). Based on the result of the research which had been conducted, Pilgrimage Tourism Tomb of Sunan Kudus had a secure condition, so the tourists and merchants felt secure and comfortable in the site's area, in which overall Kudus Regency was secure enough, there was no violence or pickpocket. The management team also had conducted preventive actions, like providing several people to maintain and secure the area around Pilgrimage Tourism of Menara Mosque and Tomb of Sunan Kudus.

B. Orderly

It is a condition in which the destination can reflect the regularity and discipline, thus it gives comfortable image to the tourists (Bakaruddin, 2009). Pilgrimage Tourism of Menara Mosque and Tomb of Sunana Kudus still lacked in implementing the orderly aspect. It was seen from the riders who parked their motorcycle randomly, motorbike riders passed freely, some *ojek* riders arbitrarily did not wear the safety attribute and did not obey the right manners of riding in which they did not care of the passangers' safety. Such things were correlated with the parking lot location which was far and it made the tourists who visited the site used the doubted facilities whether they liked it or not to go to the site. The observation conducted by the researchers also found that many two-wheeled vehicles randomply parked in the main road of destination area. The other things was lacking of toilet facility, so the tourists seemed huddled and difficult to be managed.

C. Clean

In *Sapta Pesona*, it is a condition which is free from the dirt, disease waste, garbage, and pollution. Based on the research in pilgrimage tourism of Menara Mosque and Tomb of Sunan Kudus, it was found that there were waste disposals in the form of trash cans around the destination area, and there were sweepers who cleaned the destination area. There was an existed collaboration between the management team and Environmental Agency which did daily cleaning the destination area and carried the garbage away from the site. Kauman local community also took a part in the cleaning through community service held on every Friday. This community service covered the locals' housings and the main road. However, public facility, such as toilet which should have been provided, was still under maintenance and insufficient in terms of total number compared to the total number of the visitors per day.

D. Clement

Clement or coolness of a destination can be seen through the presence of reforestation, in the front part or Menara mosque, in the area heading to tomb of Sunan Kudus. The management team of Pilgrimage Tourism Menara Mosque and Tomb of Sunan Kudus has had collaboration with private party, which is Djarum, to make the destination look clement and neat. The local communities also took a part in the attempt of reforestation by doing the plantation in the pots of their housing area due to the limited land owned by Kauman Village. However, since it is an outdoor tourism, the clement seems to be relatively felt and depends on the weather condition.

E. Lovely

Lovely or the beauty is a comfort feeling obtained by the visitors along with the regular and neat arrangement in a destination. Pilgrimage tourism of Menara Mosque and Tomb of Sunan Kudus have owned neat selling area, thus this destination has good image towards the tourists. It is also aligned with historical side attached on this destination, in which it has been attempted by the management team to emerge the characteristics of this destination more.

F. Hospitable

It is an atittude in which the manamgent team and the local community show their hospitability, openness, and welcomes in accepting the visit of the tourists in the destination (Bakaruddin, 2009). In Pilgrimage Tourism of Menara Mosque and Tomb of Sunan Kudus, the management team attempt to make the visitors who come to this site feel comforotable through the hospitability and service towards the pilgrims who come and ask questions. Likewise, with the local community who keep trying to help the tourists who get lost as soon as they come back from the destination or who want to head to the destination if they go through the locals' housings routes.

G. Reminiscent

It is an inherent impression and the most important thing in a destination. It can be manifested through the presence of attractive souvenir and clean facility, thus the tourists feel comfortable (Bakaruddin, 2009). Pilgrimage Tourism of Menara Mosque has had comfortable circumstance for worshipping. The vibes existed in this tourism seems to look “oldiest” in which those things were designed by the existed management team by minimizing the usage of modern tools. The oldiest circumstance was also felt by the tourists who visited the site and said that the souvenir merchants in the destination were complete enough. They were spread in several areas such as the front area, building area (selling souvenir only), also supported with local communities of Kauman Village who produced several types of souvenir, for example fezs and embroidery moeslem women prayer dresses, which were sold around destination.

Those seven elements of *Sapta Pesona* which should be applied in every destination are not separated from the participation and collaboration from several parties, such as the management team, local communities, and government (Board of Cultural Heritage Preservations/BPCB of Central Java).

Conclusion

In the research on the implementataion of *Sapta Pesona* which was conducted in the location of Pilgrimage Tourism Tomb of Sunan Kudus, it can be concluded that four out of seven elements of *Sapta Pesona* has been successfully applied in this pilgrimage tourism. Those elements are Secure, Lovely, Hospitable, and Reminiscent.

In the security management, Pilgrimage Tourism Tomb of Sunan Kudus has security unit and destination maintenance. It is also in line with the security elvel of Kudus which quite condusive and almost there are no theft and pickpocket. In the Lovely element, this pilgrimage tourism is quite lovely due to the facilities that have been arranged and neat. The merchants’ area as well as tourism site seem to have shown the lovely element which is owned by the destination. Hospitability owned by the management team also local community is considered to have been hospitable and appropriate towards the tourists who visit the site. In the reminiscent element, there are souvenirs made by the local communities available in the sites, such as embroidery moeslem women prayer dresses and fezs. It is also aligned with the “oldiest” vibes which is attempted to be generated by the management team through the substraction of modern tools usage.

Sapta Pesona element which has not fully implemented in the destination is clean element. It can be seen from the toilet facility which is not clean enough and it is correlated with the in sufficient total number of toilets around destination area. There is a plan for adding more toilet facilities from Menara Mosque and Tomb of Sunan Kudus Foundation and at the moment is being conducted in the northern part of the mosque. Another point is the orderly, in which the destination has had parking areas, yet the location is still quite far and the motorbike taxi (*ojek*) is still inorder which makes it chaotic. The next element is clement in which in the pilgrimage tourism of Menara Mosque and Tomb of Sunan Kudus is still insufficient since it is an outdoor area, and lack of shady trees around the sites especially in the merchants’ area. Pilgrimage Tourism of Menara Mosque and Tomb of Sunan Kudus has also implemented a mutual relationship between the central government, Board of Cultural Heritage Preservation of Central Java with the management team, Menara Mosque and Tomb of Sunan Kudus Foundation, through destination security and maintenance, also the relation between the management team with local community is well-established and respecting each other.

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THE IMPACT OF MOTIVATION AND JOB SATISFACTION ON LECTURERS LOYALTY IN STHEM, UUM

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ABSTRACT

Job satisfaction and motivation among lecturers are very essential to the continued growth of the education system to produce professional skills, central competencies, educational resources and strategies in determining educational success and achievement. The purpose of this study is to find out the impact of motivation and job satisfaction on lecturers' loyalty in School of Tourism, Hospitality and Event Management (STHEM), Universiti Utara Malaysia. This study also finds out various factors that underlying job satisfaction. The research will be conducted in Universiti Utara Malaysia and this study is a quantitative research. Questionnaire will be developed to collect the data and the research sample consists of 36 respondents among lecturers in School of Tourism, Hospitality and Event Management (STHEM), Universiti Utara Malaysia. The finding of the study expected that lecturer's loyalty is affected by motivation and factors of job satisfaction level that will impact in job performance.

Keywords: *motivation; job satisfaction; lecturers; loyalty.*

INTRODUCTION

Employee is a worker or manager that working for a company, organization or community. Now, with the growing economic growth and the emergence of new jobs, employees are discovering many new job opportunities that will surely entice them to switch jobs. However, organizations are at a disadvantage as they spend resources on employees to make them more efficient. This is to improve the performance of the organization and resulting a better gross output. In another words, employees are the core of the organization due to the facts that the success or failure of an organization depends on the performance of the employees. That is how important to have loyal employees who are not actively looking for job opportunities (Murali, Poddar, & Seema, 2017).

Loyalty in general defined as being faithful to an object that make us try our best to stay and made an improvement. Many scholars are interested in the topic of employee loyalty as this has a huge impact on the growth, productivity of the company and the performance of the company. Employees not only as employees but they are customers and partners of the company. Organizations must create an organizational culture that inspires employees to stay and loyal to the organization (Silhombing & Berlianto, 2017)

Employee's loyalty is often linked with job satisfaction. Job satisfaction is achieved when an employee is satisfied with his or her job by balancing various aspects such as comfortable in workplace, stable employment and opportunities for career growth. Job satisfaction related with employee retention, employee loyalty and organizational performance. Organizations can predict employees' loyalty based on their performance. They will contribute to organization's success when they are satisfied and motivated that lead to loyalty (Zanabazar & Jigjiddorj, 2018). Employee will give up their jobs and seek for new job opportunities if their job satisfaction is low. Unsatisfied with salary, reward system, training, empowerment and lack of career advancement opportunities are the reasons why employee leaving their job. It will lead to shortage in human resource organization particularly in government agencies (Diem, 2016).

There are many studies conducted on employee motivation, job satisfaction and loyalty. Many argue that the relationship between motivation, job satisfaction and loyalty is closely linked. However, only a few emphasized the lecturers. This research is stress on the impact of motivation and job satisfaction on lecturers' loyalty in School of Tourism, Hospitality and Event Management in Universiti Utara Malaysia which is a leading university of management in Malaysia. University is a place that nurtures new and up-to-date knowledge and skills in proper leadership. In university there are two divisions of staff: academic and non-academic staff. It is these academic staff who play an important role in achieving organizational goals and achieving satisfaction in job performance. Through the hard work of lecturers, university will produce graduates who are skilled as managers and is equivalent to UUM's purpose to provide the nation with capable graduates.

Problem Statement

In Malaysia, private and public of higher education institutions are set up to follow the development of the Ministry of Higher Education that has planned major changes in higher education to meet the objectives and goals of providing quality education, conducting research and achieving national standards. That is why university lecturers play a vital role in improving the corporate image and at the same time producing great graduates. These lecturers who have made such an impact on universities such as Universiti Utara Malaysia long lasting. Since the role of academics is very important, efforts must be made to ensure their loyalty. This is the reason why motivation and job satisfaction are an important component of promoting lecturers' loyalty that all educational institutions should consider. Lecturers who do not always feel satisfied and unpleasant with their work will influence their performance, manner and work. Messed up tasks given by the institution may result in employees' job satisfaction in work and low inspiration. In addition, unsatisfactory environments also interfere with employee performance and confidence.

This is the main reason for conducting research on the motivation and the factors of job satisfaction that give an impact to lecturers' loyalty in UUM, Sintok, Kedah. Lecturers have the right as employees to have a positive work environment, good pay, valuable rewards and so on. In order to obtain satisfactory job results, the authorities in the organization should take the initiative to provide what their employees need.

a. Does motivation influence job satisfaction among lecturers?
b. Does job satisfaction influence lecturers' loyalty?
c. Does motivation influence lecturers' loyalty?

Objectives of the study

The objectives of this research are:

a. To find out either the motivation influencing job satisfaction.
b. To examine either job satisfaction influence on loyalty.
c. To identify either motivation influence loyalty.

Limitation to the study

This research was carried out over a time span of 5 months. It was solely aimed to be answered by the lecturer and were lecturer from School of Tourism, Hospitality and Event Management. Apart from that, the survey was not restricted based on age and gender. The total of respondent was 36 lecturers.

LITERATURE REVIEW

Job Satisfaction

There is still no broad understanding in what job satisfaction is. In this manner, different philosopher has different understanding towards characterizing job satisfaction. Job satisfaction is the estimation of one's feeling and attitudes towards one job. For an example, if the lecturers are not happy with nature of the workplace but they still know how to deal with the situation and do not let that influence them while managing the students. It shows the lecturer's dedication to their organization and the positive motivation that motivates them to do their job well (Ridzuan, et al., 2018)

Based on (Rajput, Singhal, & Tiwari, 2016), job satisfaction achieved when there is emotionally connected with employees are the best as they feel authorised and appreciated so they are engaged and be productive. Factors touching job satisfaction and prompt that the managers ought to specialize in numerous factors that have effect and enhance the worker job satisfaction for higher performance of the organisation. Besides that, in order to achieve high employee loyalty, the employer should think off high level of employee job satisfaction - enhance supervisor support, teamwork among employees and provide good working environment.

In any case, variability in job satisfaction is related to their factors. One of the indicators in job satisfaction are income which has the greatest relation to job satisfaction. Besides that, type of contract, size of workplace and teamwork are also in consideration.

Reward and Recognition

Rewards is something that is given or received for services provided. It is a gift given to employees who have contributed something to the organization. It can be in various forms such as finance, holidays, promotions and so on. Rewards can be either formal or informal and are a recognition of the employee. It is one of the factors that affect job satisfaction. Employee motivation and organizational culture are influenced by how employees' needs and objectives are aligned with the needs and objectives of the organization. Through promotion, opportunities such as personal growth, greater responsibility and increased social status will exist. Job satisfaction will be experienced by individuals who receive a fair promotion. Employee dissatisfaction can cause employees to feel that their efforts are unrecognized or that their rewards should be unfairly given, tied to their performance or tailored to their needs.

Empowerment

Empowerment means giving knowledge, facts and power to colleagues. It includes giving employees the freedom to make decisions about how they do their daily activities. Business-related people and research believe that people who are employees have a competitive edge for the organization. The concept of empowerment and freedom for the working people can be easily found in different places. The belief in improving the quality of work focused on increasing authority and participation in decision making in one's work is the fact that the idea of empowering employees can only be approached by way of articles. where specific information or knowledge is provided such as participation in management, product control, personal development and strategic planning. If an organization wants to make decisions such as organizational effectiveness and leadership management, a culture of employee empowerment needs to be established.

Workplace Environment

It is essential to provide employees with a work environment that is conducive to their overall development. They need an environment which is healthy and safe and which caters to both personal comforts and facilitates doing a good job. If the working conditions are good such as clean, attractive surroundings, the personnel will find it easier to carry out their jobs. Besides that, if the working conditions are poor such as hot and noisy surroundings, personnel will find it more difficult to get things done. Hence, it can be said that having a friendly, and supportive environment can lead to increased job satisfaction.

Safety and Security

Organizations need to concern about facilities such as healthcare and medical check-up for employees. This is because there are some institutions that provide low cost insurance policies that are not disliked by employees. Therefore, the safety aspect plays an important role in whether the employee is safe at work.

Loyalty

Other scholar listed five aspects that comprise directly affect their loyalty through the employees' job satisfaction which is include of payment, work conditions, operating conditions, policy supervision and co-workers (Thanos, Pangemanan, & Rumokoy, 2015).

Employee loyalty is very important in the organization and it is becoming increasingly difficult to find employees who are truly committed to their job. Some of the workers work just to earn their living regardless of their job satisfaction and their rights as workers. The most effective way to increase employee loyalty is to make them feel that they are a great part of the organization. The feedback system can also help improve employee loyalty due to the two-way communication between employees and management. If employees feel that the organization will listen to them and recognize their contribution, they will be more likely to be loyal to the organization (Murali, Poddar, & Seema, 2017). Other than that, loyal workers are valuable assets to the organization as they will serve their customers in the right way and understand what their customers want and fulfil it. In addition to assuming a positive role, loyal employees will act as advisors to customers of the organization's products, services, and images (Silhombing & Berlianto, 2017).

Employees loyalty are reflecting to their attitudes including their impact on operational performance. The loyal employees are more capable and have a direct impact on delivering a higher level of service quality, which has an indirect impact on company performance. So, indicator of loyalty is the way lecturer engaged to the university.

Motivation Theories on Job Satisfaction

There are a few theories that related to employee satisfaction and their loyalty. Theory Z of Ouchi also called Japanese Management by Professor William Ouchi is focused on increasing employee loyalty to the company by providing a job for life with a strong focus on the well-being of the employee. It also advocates trusting employees and making them feel like an integral part of the organization. This theory built not because of the technology that plays a vital role in the development of efficient organizations but through the 'special way of managing people'. This style of management focuses on strong philosophical philosophy, diverse corporate culture, long-term employee development and decision-making consensus. The theory is to develop a workforce that has more loyalty to the company and remains in their careers. This theory assumes that workers tend to build happy and intimate working relationships with those who work with them. Employees are highly supportive of the company and appreciate the work environment such as family culture, traditions and social institutions that are just as important as their own work. Based on the assumption that once a trusting relationship with workers is established, production will increase (Aithal & Kumar, 2016).

Two Factor Theory or Motivation-Hygiene Theory or dual factor theory found by Frederick Herzberg who was interested in employees' motivation and job satisfaction. This theory is closely related to Maslow's hierarchy of needs but introduces more factors to measure how individuals are driven in the workplace. An additional point of this theory is the integration of intrinsic and extrinsic motivation factors. In detail, responsibility, achievement, growth, promotion, recognition and self-employment. In addition, personal life, supervision, cleanliness, pay and benefits, working conditions, job security and company policy and administration are factors in this theory. Compare to the other motivational theories, Two-Factor Theory provides more comprehensive sets of factors that cover basic individual internal and external needs to exert their additional efforts into jobs (Yusoff, Kian, & Idris, 2013).

Hierarchy of Needs Theory is developed by Maslow has a great impact and has been widely used in many fields. This theory is a theory in psychology. In this theory, there are five stages in ascending order. Physiology, safety, love or belonging, self-esteem, and self-actualization. Once the needs at the bottom are met, higher needs will arise. So, in order to motivate and create employee satisfaction, managers need to know their level of need while providing reasonable solutions and ensuring organizational goals are achieved. However, knowing what employee needs are is not an easy task (Lien, 2017).

One of indicators in motivation is feels a sense of personal satisfaction when do the job well or feels pride in doing job as well as accepted challenging tasks.

Hypotesis

a. Motivation has a significant relationship on the job satisfaction.
b. There is a positive effect between job satisfaction and loyalty.
c. Motivation give a positive impact on loyalty.

METHODOLOGY

Type of Approach

This study was conducted to analyse the factors of job satisfaction and its effect on employee loyalty. This study uses a quantitative research approach. Quantitative research is a type of empirical investigation which means that research is focused on observation. This type of research is mentioned in the figure. The researcher will represent and manipulate the observations they are studying and determine and make possible changes. The overall goal is to present numerically what is being researched and to reach a conclusion. This study is also descriptive as it collects data on determinants of job satisfaction for lecturers in institutions of higher learning, among lecturers at Universiti

Utara Malaysia. It is considered appropriate for this study because the investigation is on factors that influence job satisfaction. Researcher describe descriptive research through phenomena rather than making judgments. The main objective of descriptive research is to validate the hypothesis that was developed based on a literature review.

Figure 1. Research Model

Sources of Data

Comprehensive research work will be carried out to achieve the objectives of this study. Only primary data will be used and will be collected through structured questionnaires designed based on the research objectives. Sample of this research are lecturers from School of Tourism, Hospitality and Event Management at Universiti Utara Malaysia. In total 36 people will be asked to fill out the questionnaire. Types of data gathered is interval data which is using Likert scales that expressed with numbers ranging from the smallest to the largest with the same distance among others, namely 1 (strongly disagree), 2 (disagree), 3 (agree) and 4 (strongly agree).

Data Analysis

After the data have been collected, the researcher will get insight from it. Respondents will be asked relevant questions to the research objective. After collecting this information, the researcher will analyse the data to identify patterns. Model testing developed in this research is Partial Least Square (PLS). PLS is a structural equation technique increasingly used in information system research. It is used to examine the measurement model by performing verification factor analysis. PLS can explain whether there is a relationship between two or more variables and uses iteration algorithm which can measure variable indicators and give scores to variables also connect with other variables (Setiaman).

Data Validation

The validity of the study instrument was determined using the content validity index to evaluate the validity of the study instrument. Validating surveys refers to the process of evaluating survey questions for reliability. Because of many difficult factors to control that can affect the reliability of a question, confirming a survey is not a quick and easy task. At the same time, construct validity of the research instrument is determined by factorial analysis. Furthermore, the questionnaire will be verified by a specialist lecturer on this subject. Reliability refers to the extent to which the scale produces consistent results if repeated measurements are made. Thus, reliability can be defined as the degree to which steps are taken independently of random error. Questionnaires are considered credible if their results are consistent across scores. Finally, the results will show that the questionnaire is consistent in its decision.

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FACTORS INFLUENCING CUSTOMER SATISFACTION IN EDC HOTEL, UUM SINTOK, KEDAH, MALAYSIA

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ABSTRACT

Customer satisfaction is the key driver for any organization to sustain in current competitive era. Service providers need to understand their customers and design their services in such a way that maximum possible satisfaction is attained by the customer. Factors affecting customer satisfaction is of worth importance in order to know the factors which are responsible to create satisfaction among customers. The purpose of this study is to to measure the level of customer satisfaction and factors influencing towards EDC Hotel, UUM Sintok and to suggests the service providers with various strategies so as to enhance the customer satisfaction. This study will also provide various suggestions to the providers so as to make their services more efficient and effective. This study are using quantitative method and secondary data to collect information that are related to this study. For conducting the survey, a well-structured questionnaire is used to collect data from 100 respondents. The expected result from the customer satisfaction is high.

Keywords: *customer satisfaction; services; strategies; factor analysis*

INTRODUCTION

Background of the study

The trend of world markets has modified remarkably from agricultural to service market. In order to create customers happy with the services within the building business, it’s necessary for all service businesses to do their best to enhance their service quality. Nowadays, building operators focus additional on the standard simply to satisfy the fundamental wants and expectations of the shoppers. The building operators area unit additional doubtless to anticipate and satisfy their customer’s wants and needs once customer’s necessities area unit clearly recognized and understood. Therefore, customers are more likely to return or extend their hotel stay when the customers are satisfied (Rao & Sahu, 2013).

It is undeniably true that the service quality and therefore the customer’s satisfaction square measure the most burning topics that addressed by each selling practices and theories. In order to extend the satisfaction, delivering quality services is the key success in today’s competitive environment and for those who have an objective to make good marketing strategies, customer’s evaluation for services and it’s quality are very vital for firms. Moreover, competitive service qualities provided by the company have plenty of happy and constant customer’s base. The base of satisfaction is by repurchasing performance of the company which may earn a lot of corporations revenue and profits. Thus, these days each company tries to boost their service quality for maintaining the customers retention and satisfaction that is very important for a research to find the issue of customers satisfaction and their service quality (Poku, Zakari & Soali, 2013).

It is a growing concern within the hotel industry and a number of studies previously have been carried out in the same context by different researchers. It has become a significant performance indicator for the hospitality industry business, as it indicates the strength of the relationship between customer and service provider. From variety of years the welcome trade has shown a major growth in its growth and diversification. Hospitality trade consists all of these business operation that offer for his or her customers in any combination of the three core that's service of food, drink and accommodation.

Service quality and customer satisfaction square measure the key factors within the battle to get competitive advantage and client retention. In order to achieve customer satisfaction, it is important to recognize and to anticipate customer's need and to be able to satisfy them. This study is aimed to measure the level of customer satisfaction and the top factor analysis in EDC Hotel, UUM Sintok, Kedah, Malaysia.

Hypotheses of the study

There are two hypotheses in this study. First, service quality has a direct and significant effect on customer satisfaction. Second, customer satisfaction are related to the factors influencing.

Problem statement

The primary purpose of this study was to understand thefactors influencing of customers satisfaction and overall level of satisfaction in the hotel setting. To be more specifically, this study examined the factors influencing of customers satisfaction in EDC Hotel, UUM Sintok, Kedah, Malaysia.

Objectives of the study

There are two main objectives in this study. First, to measure the level of customer satisfaction and the factors influencing towards EDC Hotel, UUM Sintok. Second, to suggests the service providers with various strategies so as to enhance the customer satisfaction.

Limitation of the study

This research is limited to studying the customer satisfaction and the factors influencing in EDC Hotel, UUM Sintok. The results of this study may be generalized to only 100 customers that who have stayed at this hotel. The customer satisfaction data were provided by the outside consulting company of the hotel and may not include all factors of customer satisfaction. The suggestion of the customers might have been influenced by themselves. In this study, several limitations were offered such as time and monetary support. Due to limited budget and resources, this research was conducted within 5 months.

LITERATURE REVIEW

Concept and definition

Every business organization's success depends on the satisfaction of the customers. Whenever a business is near to begin, customers always come first and then the profit. Those firms that square measure succeeding to satisfy the purchasers totally can stay within the prime position in an exceedingly market. Today's business company has glorious that customer satisfaction is that the key part for the success of the business and at an equivalent time it plays an important role to expand the market value. In general, customers can be defined as those people who buy goods and services from the market or business that meet their needs and wants. Customers purchase products to fulfill their expectations in terms of money. Therefore, companies should determine their pricing with the quality of the product that attracts the customer and maintains the long-run affiliation.

According to Market Business News, customer is a person or company that receives, consumes or buys a product or service and can choose between different good and suppliers. Customer satisfaction is a crucial element in service quality assessment because the higher the customer satisfaction, the higher the performance of a business (Morgan, Anderson & Mittal, 2005). It can be guaranteed via a product or service that is of good quality (Gunarathne, 2014). Customer loyalty and customer satisfaction is vital for modern day business for two main reasons. First, customers are scarce resource it is far easier to obtain from an old customers than from a new one. Second, it has a positive effect on the profitability revenues of the company (Rosenberg & Czepiel, 2017).

Nowadays, most of the hotel industry are getting competitive. Every company wants to be successful. For hotel industry, service quality is an important consideration which is why companies have to strive to achieve maximum customer satisfaction by providing quality services. According to a journal (Saleem & Raja, 2014), a study shows that service quality is the life blood for hotel industry and service quality is further associated with customer satisfaction. Moreover, customer satisfaction is related with customer loyalty. An evaluation between service prospect and what essentially received is considered to be service quality.

Satisfaction is a person's feeling of enjoyment or disappointed ensuing from scrutiny a product's perceived performance (or outcome) in regard to his or her expectations. Satisfaction plays a vital role in merchandising as a results of it's predictor of purchase behaviour (repurchase, purchase intention, brand choice and switching behaviour. The product and it's features, functions, reliability, sales activity and customer support are the most important things required to meet or exceed the satisfaction of the customers. Satisfied customers usually rebound and buy more. Besides buying more they also work as a network to reach other potential customers by sharing experiences (Hague & Hague, 2016).

The organization ought to check that they're providing full service, such as their value. This will increase the number of customers and holds the long-term relationship between the customers and the organization. The existing client can facilitate to draw in the new customers by providing or sharing the information about the products and services of the hotel companies. The definition of customer satisfaction given by Philip Kotler says that it is predetermined by how the expectations of the customer are met (Kotler, 2013). So, customer satisfaction can reflect a person's feeling or pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to the expectations. Satisfaction means to feel content after what the person desired or wanted. It is difficult to know whether the customers are satisfied with the availability of the product or services. So, to give satisfaction to the purchasers isn't a simple task, for this different factor is needed to be taken into consideration.

Factors

There are many of factors to measure the customer satisfaction. The factors is courtesy and friendliness of staff, knowledge of staff, willingness to answer queries of customer, equal treatment to all customers, reliability of services, availability of staff, quickness in the solving of customer complaints, promptness in correction of mistakes, infrastructure facilities to customers, maintaining privacy and confidentiality, response to customer telephonic queries and language and information of staff.

Dependent variable - Customer Satisfaction

According to Poku, Zakari & Soali (2013), customer satisfaction is the internal feelings of every individual which may be satisfaction or dissatisfaction resulting from the assessment of the services provided to an individual in context to customer's anticipation by an organization. In order to improve the service just to satisfy the customer, service providers are continuously trying to higher their customer satisfaction. The expectancy disconfirmation theory is the most important concept of customer satisfaction is accepted all around the world. The theory was presented by Oliver in 1980, he presented that satisfaction stage is the resultant of distinction between anticipated and supposed performance. Satisfaction will be encouraging when the actual level of services or products is better than the anticipated (positive disconfirmation), whereas (negative disconfirmation) when the product or services level is lower than expected.

METHOD

Introduction

This chapter presents the research methodology that is used to achieve the research objectives of this research study. Research methodology are set of tools and techniques that are used to gather information or data and analyzing it in relation to the research objectives. The objectives of this research is to study the level of customer satisfaction and factors influencing towards EDC Hotel, UUM Sintok and to suggests the service providers with various strategies so as to enhance the customer satisfaction.

This research study are using quantitative method to collect the data collection from respondents and use secondary data to collect the information that are related to this research. For the conducting this study, all of the data was collected through an administrated questionnaire to collect the response of the customers on the basis of various service attributes provided to them. This research study uses non-probability sampling technique for the survey. For this study, an online questionnaire has been done and 100 respondents that who have stayed at this hotel are used for this questionnaire. The questionnaire consists of structured and open-ended questions which gives the opportunity to the customer to have their own opinion and feedback for the improvement in the future.

Validity and reliability

The use of validity and reliability in quantitative research is prevalent. These two terms are refer to the psychological variables or concept that are being measured. Validity is a fundamental in evaluating measures in this study. Reliability is a concept to evaluate quality in quantitative study with a purpose of explaining to the concept of good research. In this research study, it is valid because the collected data and the research questions are in a systematic way. In order to ensure the validity of this study, it has conducted an online questionnaire.

Questionnaire design

The heart of a survey is questionnaire. Before designing a questionnaire, it is important to determine the customer's requirements and the expectation from the service. Knowledge of the customer requirement is essential because it provides a better understanding of the way that customer define the quality of service and products. If customer requirements can be recognized, then it's easier to know how to satisfy the customer. Secondly, knowledge of customer requirement will facilitate the the development of the customer satisfaction questionnaire. After a deep study of customer requirements, the second process is to develop the questionnaire. This step includes many specific components. The ultimate goal of this is to develop a questionnaire that allows the assessment of specific information about the customer's perception. The specific information should be corresponding to customer's requirement. Once a questionnaire has been developed, the further step would be proceeding.

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THE BENEFITS OF NONI FLOUR AND GALANGAL FLOUR IN ICE CREAM CREATION

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ABSTRACT

The purpose in this research is to dig local food material to be creative processed product in order to increase that material price to be unique food product and safe to be consumed. One of them is noni and galangal. Noni and galangal themselves have a lot of benefits such as curing digestive disorder, being able to cure stomachache, and decreasing high blood pressure. It is expected that additional research of noni flour and galangal flour in making ice cream can be the reference of processed traditional food product that is liked by community. This research uses four different treatments, that is, adding noni flour and galangal flour as 0%, 5%, 10%, dan 15% in making ice cream and using three times test and each test is tested organoleptically to 30 panelists. Organoleptic test is done like taste, aroma, color, and texture. The result of ice cream research with 0% recipe has strong milk taste but has soft texture. Whereas the second recipe of ice cream with additional treatment of 5% nina flour and galangal flour has precise taste and has a little gritty but soft. While the third recipe with additional treatment of 10% nina flour and galangal flour has grittier texture if compared with the second recipe. Brown color that is produced also more concentrated and the taste of nina and galangal is also more tasteful. Whereas the fourth recipe with additional treatment of 15% nina flour and galangal flour, panelists less like ice cream with the fourth recipe because of having nina and galangal taste that is more concentrated and gritty texture. Brown color is more concentrated and aroma of nina galangal is more tasteful. The protein content in ice cream is increased from 3,69% to 4,15%.

Keywords: *ice cream, Nina Flour, Galangal Flour, creation*

INTRODUCTION

Recently ice cream production is increased rapidly in various countries in the world (Temiz and Yesilsu, 2010:538). Based on Euromonitor data, Asia Pasific has 30% percentage from the total ice cream market in the world, America with 28% percentage, whereas the biggest ice cream consumption in South East Asia is Indonesia with 158 million liter per year, and according to Euromonitor, the growth of ice cream market in Indonesia will increase into 240 million liter (Marketeers, 2015). Ice cream is also too often to be as *dessert with various modern flavor innovations like green tea, red velvet, charcoal, taro, and bubble gum.* However, most of the people forget traditional food product like nina and galangal, eventhough traditional food products that are made from natural ingredients have some excellence, that is, cheap price, safe to be consumed, and nutritious. Therefore, diversification of various traditional food product is needed in order to be liked by the consumers, one of them is ice cream (Hendrianto dan Rukmi, 2015:353). By having modification of nina and galangal with different reference, that is, in making ice cream, it is expected that community can consume ice cream that is made from traditional food and has good benefits.

Research purpose

The purpose of this research is 1) to know the process of making nina and galangal flavored ice cream; 2) to know organoleptic test result and protein nutritious content result in nina and galangal flavored ice cream.

METHOD

Basic ingredients that are used to make ice cream consist of : cream, sugar, nina flour, galangal flour, egg yolk. The utensils that are used to make ice cream consist of: ice cream maker, scale, tablespoon, spatula, basin, filter and freezer. According to Sugiyono (2016:2), research method is scientific way to obtain data with the purpose and certain use. In this product creation research that is done is experiment, that is, trial of making nina and galangal flavored ice cream. Trial of making ice cream is done three times by using four times additional treatment of nina flour and galangal flour with different composition. After that, doing organoleptic test to 30 panelists with three times repetition in each treatment and is analyzed the effect with further test by using ANOVA with Microsoft Excel 2010 and *Software SPSS 18 for windows. Then, the best result is continued with laboratory test to know the protein content, laboratory test is done at* Balai Riset dan Standardisasi Industri Surabaya, Jagir Wonokromo 360 street, Surabaya.

RESULT and DISCUSSION

In this product creation research of making nina and galangal flavoured ice cream, the researcher does three times trial with different percentage of nina flour and galangal flour. This trial is done to obtain the final result of nina and galangal ice cream product that has taste, aroma, color, and best texture. Each trial of additional nina flour and galangal flour is divided into four types, that is, 0%, 5%, 10%, dan 15%.

The following researcher describes the discussion of nina flour and galangal flour ice cream trial result:

a. Treatment 1 (0%)

In this first trial, the researcher does not add nina flour and galangal flour in ice cream at all. The first thing that the researcher does is to mix egg yolk with sugar and is stirred with mixer until the dough turns into white. Then, the researcher heats milk and *whipping cream, after that mix egg yolk and sugar into milk while still warm. After the dough is blended and not warm anymore, the researcher puts into for more or less 30 to 50 minutes. The last step that researcher does is putting ice cream into close place and placing it into freezer. Based on panelists' conclusion, first recipe ice cream has strong milk taste but has soft texture.*

b. Treatment 2 (5%)

In this second trial, the researcher adds 24 grams of nina flour and 24 grams of galangal flour. The process that is done in second trial is as same as the process in first trial, only in this process is added 24 grams of nina flour and 24 grams of galangal flour before the dough is processed in ice cream maker. Based on panelists' conclusion, the second recipe of ice cream has precise nina and galangal taste and has less gritty texture but soft. Ice cream that is given additional nina flour and galangal flour also has more attractive brown color compared with first recipe ice cream.

c. Treatment 3 (10%)

In third trial, the researcher adds 47 grams of nina flour and 47 grams galangal flour. The process of making is as same as the second trial but there is difference in the number of adding nina flour and galangal flour. Based on panelists' conclusion, nina and galangal flavored ice cream that are produced in the third recipe have more gritty texture compared with the second recipe. Brown color that is produced also more concentrated and nina galangal flavor is more tasteful.

d. Treatment 4 (15%)

In the fourth trial, the researcher adds 71 grams nina flour and galangal flour. The process of making is as same as previous recipe, only has difference in the number of adding nina flour and galangal flour. In this trial, the panelists less like ice cream with the fourth recipe because of having nina and galangal flavor that is more concentrated and gritty texture. Brown color is more concentrated and nina galangal aroma is more tasteful.

Based on organoleptic test result, it is found that 5% treatment has the best result among other treatments, 10% and 15% treatment has the second best result, and 0% treatment has the third best treatment. The following organoleptic test result that the researcher has done:

Table 1. Organoleptic Test Result

Treatment	Taste	Aroma	Color	Texture
0%	2,47 ± 1,22 c	2,82 ± 1,03 b	2,12 ± 1,31 c	3,69 ± 1,23 b
5%	4,09 ± 1,04 a	3,67 ± 1,12 a	3,99 ± 0,95 a	4,12 ± 0,86 a
10%	3,20 ± 0,99 b	2,77 ± 0,97 b	3,28 ± 1,02 b	2,62 ± 0,97 c
15%	3,20 ± 1,30 b	2,80 ± 1,06 b	3,51 ± 1,34 b	2,49 ± 1,09 c

Source: Processed Data (2019)

Table 2. Laboratory Test Result

Parameter	Unit	No. Analysis		Test Method
		0%	5%	
Protein	%	3,69	4,15	*Kjedahl*

Source: Processed Data (2019)

Laboratory test is done to know nutritious content of nina galangal flavored ice cream. Parameter that is tested for this ice cream product is protein. Laboratory test result in Table 2 shows that protein content is increased from 3,69% to 4,15%. This laboratory test is held at Balai Riset dan Standardisasi Industri Surabaya, Jagir Wonokromo 360 street, Surabaya.

CONCLUSION

a. The process of making ice cream uses nina flour and galangal flour needs drying process then flour milling but the ingredients are too easy to be obtained, except nina fruit is a little bit difficult to be found, because it must suit the criteria that is needed.
b. The protein content is increased from 3,69% to 4,15%.
c. It is reviewed from organoleptic test result towards four creation result of nina and galangal flavoured ice cream can be concluded that panelists prefer ice cream that contains 5% nina flour and galangal flour, because the taste is still delicious to be eaten, and not too bitter, also the texture is not too gritty.

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AN APPLICATION OF GEOINFORMATICS TECHNOLOGY FOR SURVEYING AND EVALUATING POTENTIAL TOURIST ATTRACTIONS IN SATUN UNESCO GLOBAL GEOPARK, THAILAND

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ABSTRACT

An Application of Geoinformatics Technology for Surveying and Evaluating Potential Tourist Attractions in Satun UNESCO Global Geopark, Thailand, is divided into 2 parts which are Part 1, Surveying and creating a spatial database of tourist attractions in Satun UNESCO Global Geopark (Satun UGGp) and Part 2, Analyzing the potential of tourist attractions in Satun UNESCO Global Geopark (Satun UGGp). This research is a qualitative research that use geoinformatics technology and focus group process to answer the standard evaluation form for tourist attractions of the Department of Tourism. The results showed that, there are a total of 42 interesting tourist attractions in Satun UGGp divided into 23 natural, 9 historical and 10 communal tourist attractions. To Evaluate the potential of tourist attractions, the findings of natural tourist attractions showed that there are 4 tourist attractions in Satun UGGp are in the excellent standard level, including Stegodon Cave, Lipe Island, Phu Pha Phet Cave and Adang-Rawi Island with a total score of 90, 89, 88.5, and 88 respectively. Evaluating the potential of the historical tourist attractions in Satun UGGp showed that there is only Thung Wa Ancient Elephant Museum is in the excellent standard with a total score of 88. Evaluating the potential of the communal tourist attractions in Satun UGGp revealed that no tourist attractions are in the excellent standard level but found 2 places in the very good standard level, including Mani Tribe and Panya Batik Group with a total score of 79 and 75.05 respectively.

Keywords: *geoinformatics technology; tourist attraction potential; the tourism standard quality evaluation form*

INTRODUCTION

Satun Province is one of the provinces in Thailand that UNESCO has declared to be Satun UNESCO Global Geopark (Satun UGGp) which is considered to be the world's first geopark in Thailand on 17 April 2018. Satun UGGp covers an area of 2,597 square kilometers covering 4 districts of Satun Province, Thung Wa, Manang, La-ngu and Mueang District. The topography of the Satun UGGp is a limestone mountain range that consisting of caves, islands, and beaches, in addition, found evidence of the undersea world 500 years ago, rich in ancient life and a source of oxygen for the world at that time, it shows that this land had been submerged before. Later, with the lifting of the earth's crust resulting in mountains and caves which became the first home of ancient humans. Satun UGGp consists of more than 70 geological sources, both on the land and in the sea such as Lestegodon Cave, Phuphaphet Cave, Chet Khot Cave, Than Nam Pliw Waterfall, Khao To Ngai Time Zone, Khai Island, Hin Ngam Beach of Tarutao Island, Thale Waek of Wa Hin Island and Leidee Lek Island, etc. In addition, Satun UGGp has an outstanding Muslim culture with its local identity and it has a connection with the community by "Kamphaeng Wittaya School" (La-Ngu District), that has built a natural science museum within the school for learning resources for children, students, communities and general public who are interested. Panya Batik Community Enterprise (La-Ngu District) uses various features of fossils to create artistic works painted on beautiful batik fabric. With outstanding geological, the geography and nature of the Satun UGGp creates various tourism activities both natural, historical and communal tourism. In 2018, it was found that approximately 1.5 million tourists have come to travel within Satun Province, with tourism income of over 9 billion baht and is expected in 2019 to reach 2 million tourists, because Satun is a province that is calm, comfortable, pure nature, has a long history and interesting ways of community. (Satun Provincial Statistical Office, 2019)

For this reason, Satun UGGp has the potential for tourism developing to be known of people around the world, both natural, history and communal attractions. The tourism styles in Satun UGGp are diverse and distinctive but there are still many tourist attractions are not yet known, there is no tourist information, public relations are not thorough yet, lack of travel links for each tourist attractions and still lacking an efficient tourism route analysis. From the potential and problems of tourism in Satun UGGp, should have a plan to solve problems, to manage of tourist attraction to have greater potential and to be useful for people in the local community sustainably in the future.

In this research, the researchers see potential, problems and the importance of tourism in the community, so the purpose of the research is surveying and creating a spatial database of tourist attractions and evaluating the potential of tourist attractions in Satun UGGp. The researchers use the geoinformatics technology for surveying and creating a spatial database of tourist attractions and use the focus group to answer the tourism standard quality evaluation form of the Department of Tourism for evaluating potential tourist attractions in Satun UGGp. This research will be useful to the community, the tourist and related agencies which can use the database to plan tourism management to be effective and benefit everyone involved as much as possible.

METHOD

An application of geoinformatics technology for surveying and evaluating potential tourist attractions in Satun UGGp to collect and create a spatial database of tourist attractions in the community, including natural historical and communal tourist attractions, and evaluating the potential of tourist attractions in various fields, including the potential for attracting tourism, the potential to support tourism, the potential for tourism development, the value of natural resources and the risk of destruction and management. The research methods in this research consist of data used in the research, tools and equipment, population and samples, and data analysis and research procedures.

Data used in the research consisted of primary and secondary data. Primary data is data obtained directly from general surveys of the area and information obtained from focus group viz tourist attractions coordinate and potential of tourist attractions informations. Secondary data is data that other people or agencies have already collected, and researched from various books, documents, researches, etc.viz the tourism standard quality evaluation form of the Department of Tourism, general information in Satun UGGp.

Tools and equipment in the research consisted of Global Positioning System (GPS), Geographic Information System (GIS), Computer equipment and the tourism standard quality evaluation form of the Department of Tourism.

Population and samples in the research are person who will evaluate the potential of 42 tourist attractions by using the form of the Department of Tourism in focus group process; Population are the stakeholders in each tourist attractions such as the officers in each tourist attractions, people in the community, tourists in each tourist attractions, agencies involved in each tourist attractions and tourism academicians. Samples are representatives of each sample groups in each tourist attractions; a representative of officers, a representative of the people in community, a representative of the tourists, a representative of agencies involved in each tourist attractions and a representative of the tourism academicians. The researchers chose the purposive sampling method and received a total of 5 samples in each tourist attractions (42 tourist attractions) from related persons and agencies, including the head or deputy head of officers, the community president, the municipal tourism officer, the tourists who have traveled in Satun UGGp and the tourism academic from Songkhla Rajabhat University.

Data analysis and research procedures; 1. Collecting data and preparing basic information of Satun UGGp. 2. Survey and collect the coordinates of natural, history and community tourist attractions. 3. Create a spatial and attribute database of tourist attractions that derived from collecting field data in to the form of digital map data, including the type, name and location of tourist attractions by using Geographic Information System (Arc GIS Desktop 10). 4. Fieldwork to study the potential of 42 tourist attractions by using the tourism standard quality evaluation form of the Department of Tourism in focus group process of each tourist attractions. The tourism standard quality evaluation form consists evaluation of 3 assessments, which are tourism potential, supporting tourism potential and management potential. 5. Analyze the potential of 42 tourist attractions on all 3 types all 3 side, for example analyzing the potential of natural tourist attractions in 1) The value of natural resources and the risk of destruction (40 score). 2) Tourism development potential (25 score) and 3) Management (35 score), analyzing the potential of historical and communal tourist attractions in 1) Potential to attract tourists (50 score). 2) Potential to support tourists (10 score) and 3) Management (40 score). 6. Summarize scores and rank for tourist attractions, if any tourist attractions get score more than 80; they are in excellent standard level and get 5 stars, get score 71-80; they are in very good standard level and get 4 stars, get score 61-70; they are in good standard level and get 3 stars, get score 51-60; they are in middle standard level and get 2 stars and get score less than 51; they are in low standard level and get a star. (Table 1)

Table 1: The standard score values that are defined.

Score	Standard level	Symbol
More than 80	Excellent	★★★★★
71-80	Very good	★★★★
61-70	Good	★★★
51-60	Middle	★★
Less than 51	Low	★

Source: The Department of Tourism, Thailand

RESULT

The researcher wishes to present the study results into 2 issues according to the research objectives. The results of surveying and creating a spatial database of tourist attractions; There are 42 interesting tourist attractions that were divided into 23 natural (Table 2 and Figure 1), 9 historical (Table 3 and Figure 2) and 10 communal tourist attractions (Table 4 and Figure 3). To Evaluate the potential of tourist attractions, the findings of natural attractions showed that there are 4 natural tourist attractions in the excellent standard level, including Stegodon Cave, Lipe Island, Phu Pha Phet Cave and Adang-Rawi Island with a total score of 90, 89, 88.5, and 88 respectively. There are 8 places in a very good standard level, including Jet Khot Stream Cave, Ancient Horseshoe Crab (Tarutao Island), Coast Stone Arch (Khai Island), Pak Bara Beach View Point, Prasat Hin Panyod, Khao Noi fossil Sources, Petra Islands National Park and Lan Hin Pa Pon with a total score of 79, 78.75, 78.75, 77, 75, 75, 73.5 and 72.75 respectively. There are 9 places in a good standard level, including Urai Thong Cave, Wang Sai Thong Waterfall, Khao To Ngai, Hin Ngam Island, Bulone Island, Ban Tha Oi Pier, Khao Tha Nan, Khao To Sam Yod Fossil Sources and then Priw Waterfall with a total score of 69.5, 69, 69, 68.5, 68, 67, 67, 65.5 and 65 respectively and there are 2 places in the middle standard level, including Rawai Beach and Crocodile Cape (Koh Tarutao) with a total score of 65 and 56.9 respectively. (Table 2 and Figure 4)

Evaluating the potential of the historical tourist attractions in Satun UGGp showed that there is only Thung Wa Ancient Elephant Museum that is in the excellent standard with a total score of 88. There are 2 places in a good standard level, including the Bo Jet Look Historic Site and La-ngu Folk Museum with a total score of 67.5 and 65.5 respectively. There are 4 places in the middle standard level, including Ban Pak Bara Mosque (Bahar), Pak Bara Temple, Chomphunimit Temple and Palm Pattanaram Temple, with a total score of 59.5, 59, 51.5 and 51 respectively. Both the Sino-Portuguese Building and Tree Root House Museum are in low standards level with a total score of 49 and 47, respectively (Table 3 and Figure 4)

Evaluating the potential of the communal tourist attractions in Satun UGGp rerealed that there are 2 places in the very good standard level, including Mani (Ngao Pa) and Panya Batik Group with a total score of 79 and 75.05 respectively. There are 3 places in the good standard level, including the Nepenthes Group, Ban Khok Phayom Ecotourism Learning Center and The Chim Melon Group with a total score of 70.5, 68 and 66 respectively and Ton Klum Jaksan Group, Talosai Batik Group, Muslim Clothing Production Group, Taokra-arn Handicraft Group and Ban Khuan Tam Sao Bakeries Group, are 5 places that are in the middle standard level with a total score of 67, 60, 58.5, 57 and 55.5 respectively (Table 4 and Figure 4).

Table 2. The coordinates, location, score and tourism standard level of natural attractions

Order	Tourist attraction name	coordinates		Score				Standard level	Symbol
		x	y	The value of natural resources and the risk of destruction (40)	Tourism development potential (25)	Management (35)	Total (100)		
1	Stegodon Cave	787461.07	588194.62	47	10	31	88	Excellent	★★★★★
2	Lipe Island,	717222.98	533711.55	34	24	31	89	Excellent	★★★★★

3	Phu Pha Phet Cave	787661.90	610152.66	38	21	29.5	88.5	Excellent	★★★★★
4	Adang-Rawi Island	722924.40	532635.23	33	25	30	88	Excellent	★★★★★
5	Jet Khot Stream Cave	786198.07	603112.70	32	22	25	79	Very good	★★★★
6	Ancient Horseshoe Crab (Tarutao Island)	730816.42	573278.76	32	22	24.75	78.75	Very good	★★★★
7	Coast Stone Arch	717189.23	533709.15	32	22	24.75	78.75	Very good	★★★★
8	Pak Bara Beach View Point	757177.17	581321.94	31	25	21	77	Very good	★★★★
9	Prasat Hin Panyod	757553.85	576824.79	31	21	33	75	Very good	★★★★
10	Khao Noi Fossil Sources	771058.57	585293.25	30	19	25	75	Very good	★★★★
11	Petra Islands	755607.58	583439.60	30	19	23.5	73.5	Very good	★★★★
12	Lan Hin Pa Pon	783321.22	607511.09	30	17	25	72.75	Very good	★★★★
13	Urai Thong Cave	767384.33	584450.17	31	20	18.5	69.5	Good	★★★
14	Wang Sai Thong Waterfall	783838.04	600502.82	27	23	19	69	Good	★★★
15	Khao To Ngai	755788.79	583206.65	33	20	16	69	Good	★★★
16	Hin Ngam Island	720085.39	529017.85	27	19	23.5	68.5	Good	★★★
17	Bulone Island	755007.76	559153.54	26	20	22	68	Good	★★★
18	Ban Tha Oi Pier	787392.01	583769.55	27	20	20	67	Good	★★★
19	Khao Tha Nan	780592.48	576785.91	29	20	18	67	Good	★★★
20	Khao To Sam Yod Fossil Sources	779501.02	588500.52	25	19	21.5	65.5	Good	★★★
21	Than Priw Waterfall	786221.95	592961.59	25	19	21	65	Good	★★★
22	Rawai Beach	773867.48	574076.31	25	21	19	65	Middle	★★
23	Crocodile Cape	741349.89	571016.38	27	21	22	56	Middle	★★

Source: Surveying and focus group (2019).

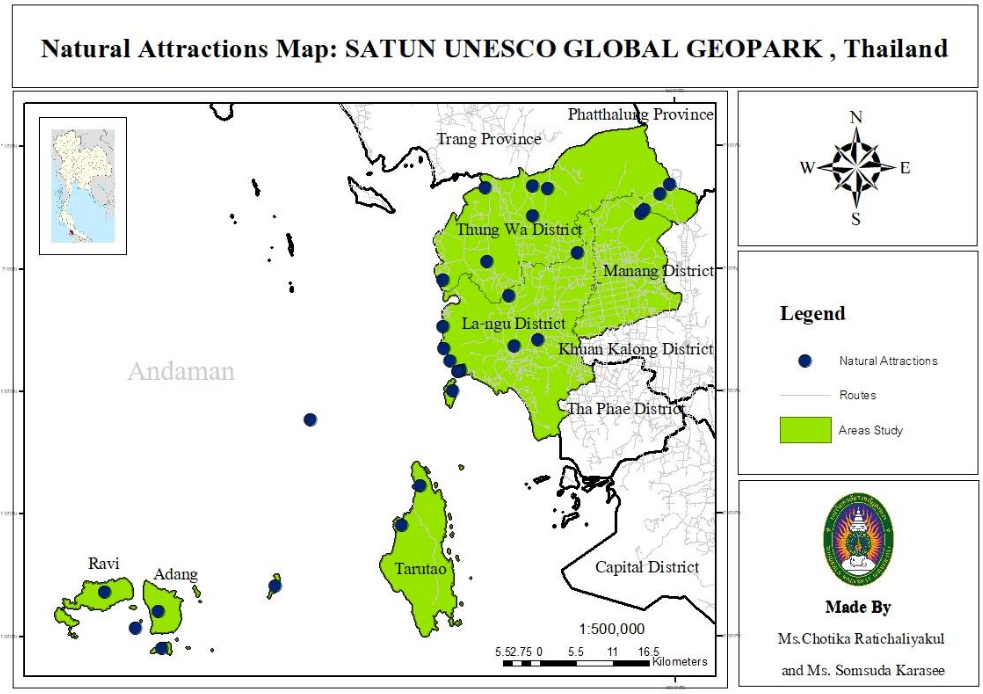

Figure 1: Natural Attractions Map in Satun UNESCO Global Geopark, Thailand
Source: Surveying natural attractions in Satun UNESCO Global Geopark, Thailand (2019).

Table 3. The coordinates, location, score and tourism standard level of historical attractions

Or-der	Tourist attraction name	coordinates		Score				Standard level	Symbol
		x	y	Potential to attract tourists (50)	Potential to support tourists (10)	Manage-ment (40)	Total (100)		
1	Thung Wa Ancient Elephant Museum	783829	584843	47	10	31	88	Excellent	★★★★★
2	BoJet Look Historic Site	759754	577720	32.5	8	27	67.5	Good	★★★
3	La-Ngu Folk Museum	760947	586933	32	8	25.5	65.5	Good	★★★
4	Ban Pak Bara Mosque (Bahar)	757637	580451	29	8	22.5	59.5	Middle	★★
5	Pak Bara Temple	758377	580146	29	8	22	59	Middle	★★
6	Chomphun imit Temple	785415	583160	27	6	18.5	51.5	Middle	★★
7	Palm Pattanaram Temple	779564	602136	26.5	6	18.5	51	Middle	★★
8	The Sino-Portuguese Building	784417	583101	23.5	6	19.5	49	Low	★
9	Tree Root House Museum	779543	602061	27	6	14	47	Low	★

Source: Surveying and Focus Group (2019).

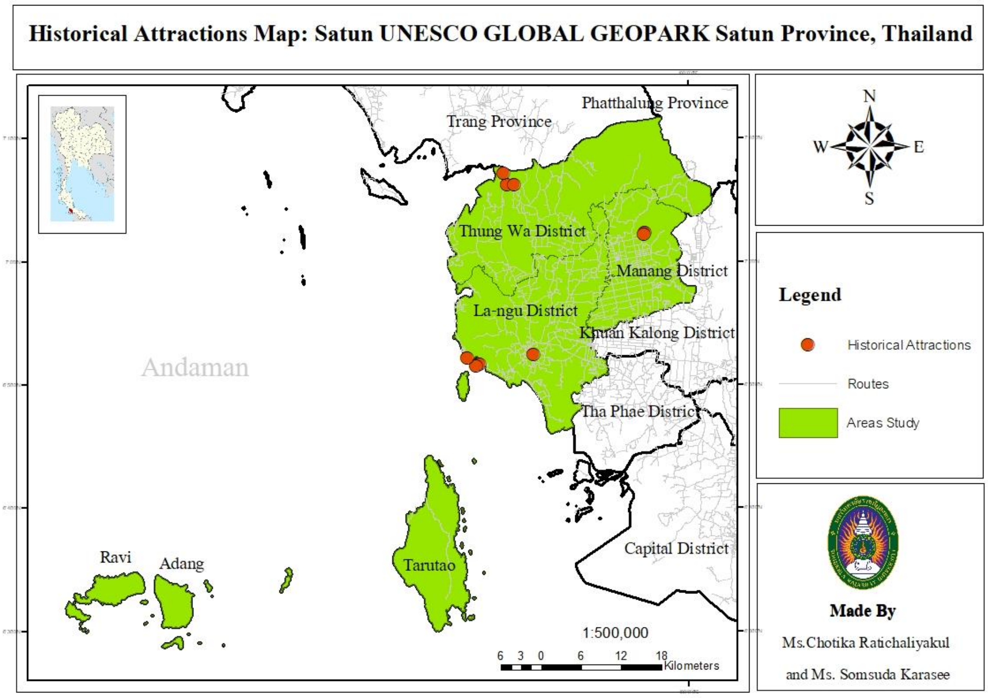

Figure 2: Historical Attractions Map in Satun UNESCO Global Geopark, Thailand

Source: Surveying historical attractions in Satun UNESCO Global Geopark, Thailand.

Table 4. The coordinates, location, score and tourism standard level of communal attractions

Order	Tourist attraction name	coordinates		Score				Standard level	Symbol
		x	y	Potential to attract tourists (50)	Potential to support tourists (10)	Management (40)	Total (100)		
1	Mani Tribe (Ngao Pa)	791919	604351	35	9	35	79	Very good	★★★★
2	Panya Batik Group	755327	587000	35	9	35.5	75.05	Very good	★★★★
3	The Nepenthes Group	783128	783128	35	9	26	70	Good	★★★
4	Ban Khok Phayom Ecotourism Learning	754021	589286	33	9	26	68	Good	★★★
5	Chim Melon Group	784644	584712	33	9	24	66	Good	★★★
6	Ton Klum Jaksan Group	772229	584070	32	8	27	67	Middle	★★
7	Talosai Batik Group	758856	579794	31	8	21	60	Middle	★★
8	Muslim Clothing Production Group	766676	591995	30	8	20.5	58.5	Middle	★★
9	Taokra-Arn Handicraft Group	758380	579755	30	8	19	57	Middle	★★
10	Ban Khuan Tam Sao Bakeries Group	784156	584724	29	8	18.5	55.5	Middle	★★

Source: Surveying and focus group (2019)

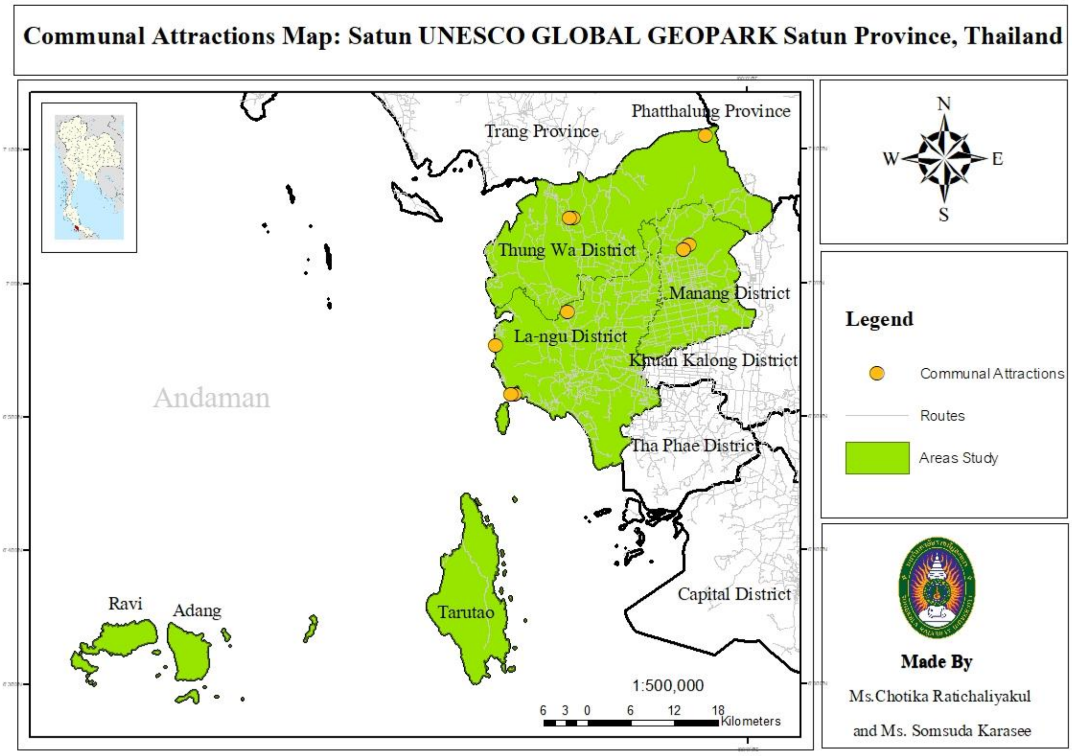

Figure 3: Communal Attractions Map in Satun UNESCO Global Geopark, Thailand
Source: Surveying communal attractions in Satun UNESCO Global Geopark, Thailand.

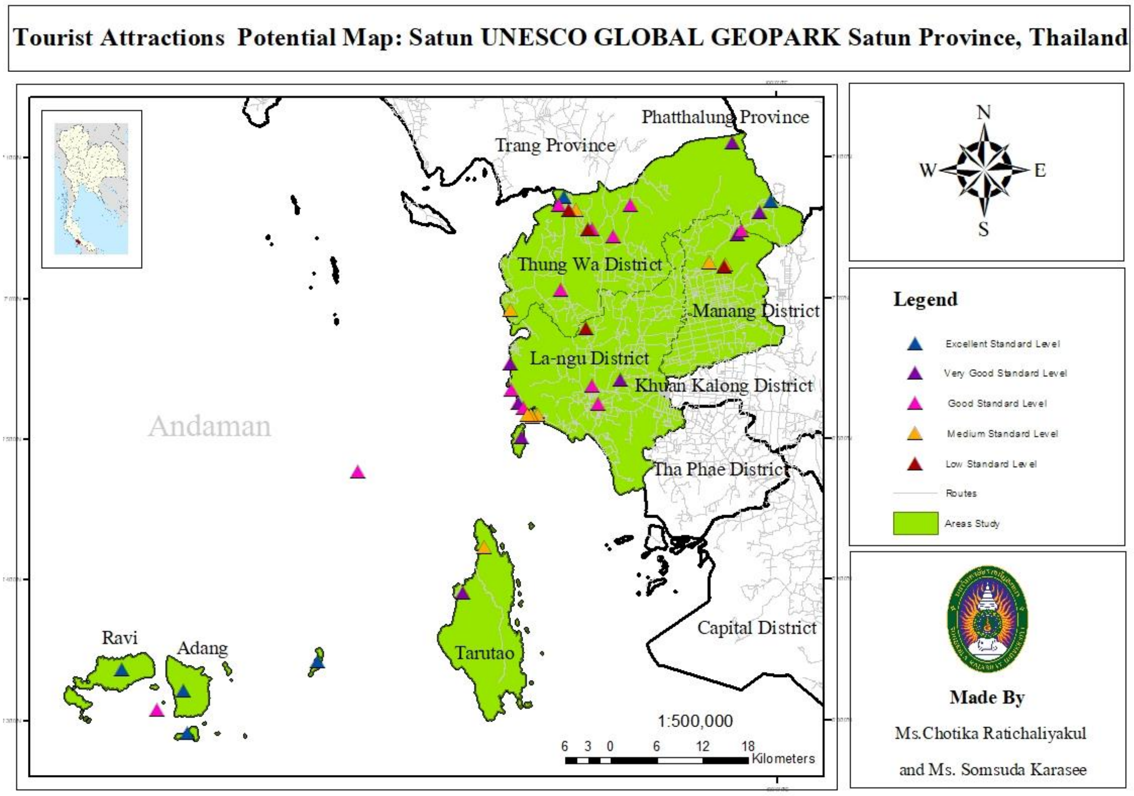

Figure 4: Tourist Attractions in Satun UNESCO Global Geopark, Thailand
Source: Evaluating potential tourist attractions in Satun UNESCO Global Geopark, Thailand

DISCUSSION

Satun UGGp is an area with tourism potential. There are many tourist attractions and various tourism resources such as natural beauty, long history and unique community lifestyle. After the researchers surveyed in this area, it was found that there are 42 interesting tourist attractions, but in fact it has more than 42 tourist attractions spread 4 districts; La Ngu, Thung Wa, Manang and Muang District which many tourist attractions have just been discovered, many of which are unknown and have not yet developed into tourist attractions, therefore, it is the duty of people in the community and related agencies to jointly explore, develop tourist attractions in their communities to be well-known, be up to be standard for supporting the growth of Satun UGGp tourism. Evaluating the potential of tourist attractions can rank them into 5 levels from excellent to low potential by 14 tourist attractions are in good standard level, 11 tourist attractions are in middle standard level, 10 tourist attractions are in very good standard level, 5 tourist attractions are in excellent standard level and 2 tourist attractions are in low standard level. From the surveyed, it was found that the tourist attractions with excellent, very good and good standard level are popular and well-known tourist attractions for tourists, especially natural attractions such as Ko Lipe and Adang Ravi Island, and the tourist attractions with middle and low standard level are historical and communal tourist attractions, and as well as being a newly opened tourist attraction. It can be seen that there are many tourist attractions in Satun UGGp that have not yet become tourist attractions and most potential tourist attractions are natural tourist attraction because tourists have known Satun UGGp with natural beautiful. Therefore, the researcher thinks that there should be a promotion and development of the potential of tourist attractions in history and way of life along with the development of natural tourist attractions for sustainable tourism in Satun UGGp in the future. This research will be useful to the community, the tourist and related agencies which can use the database to plan tourism management to be effective and benefit everyone involved as much as possible.

CONCLUSION

There are a total of 42 interesting tourist attractions in Satun UGGp, divided into 23 natural attractions, 9 historical attractions and 10 communal attractions. To Evaluate the potential of tourist attractions, the findings of natural tourist attractions showed that there are 4 natural attractions in Satun UGGp are in the excellent standard level, including Stegodon Cave, Lipe Island, Phu Pha Phet Cave and Adang-Rawi Island with a total score of 90, 89, 88.5, and 88 respectively. Evaluating the potential of the historical tourist attractions in Satun UGGp showed that there is only Thung Wa Ancient Elephant Museum is in the excellent standard with a total score of 88. Evaluating the potential of the communal tourist attractions in Satun UGGp revealed that there is no tourist attractions are in the excellent standard level but found 2 places in the very good standard level, including Mani Tribe (Ngao Pa) and Panya Batik Group with a total score of 79 and 75.05 respectively. This study will compile famous and well-known tourist attractions among people in the community and in the vicinity of Satun UGGp, but actually, in Satun, there are still many interesting tourist attractions (more than 42 places) that have not been revealed to the eyes of tourists and the world. Therefore, should increase the study of tourist attractions that are not yet known at the community level to become more known. Evaluating Potential Tourist Attractions, The researchers used a sample of 5 stakeholder representatives per 1 tourist attraction, the next study may increase the number of samples to be more diverse, such as adding tour companies and tour guides to participate in the evaluating.

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THE IMPACT OF INTERNSHIP ON STHEM STUDENTS' FUTURE CAREER

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ABSTRACT

The employability skills are one of the requirements of the job market which has led to the existence of Internship as a training for students to acquire the specific knowledge and skills. Thus, this study aims to explore the impact of Internship toward School of Tourism, Hospitality and Event Management (STHEM) of Universiti Utara Malaysia (UUM) students' future career. Methodologically, this study will conduct to congregate the opinion and experience from the respondents about impact of internship program. This study is using qualitative approach which is collect by personal interview from all the respondents. The respondents were purposively selected from two powerful lecturers in the STHEM department involved in Internship programs either inbound or outbound. In addition, the respondents were from two employers who took STHEM students to undertake Internship programs at their company whether government or private sector. One of student president representing STHEM organizations as well as one student that has authority to speaks from Tourism Club were also as respondents. In conclusion, internship training is very important, especially among students Tourism, Hospitality and Event Management. The study expected the STHEM student can enriches their experience, knowledge and skills personal and social life. It also increases their confidence to explore their future opportunities Malaysian job market as well as overseas.

***Keywords**: impact; internship; job market; STHEM students*

INTRODUCTION

Background of the study

In this age of advanced technology, the unemployment rate of fresh graduates is increasing in the labour market world. This is a challenge for the younger generation to move into the new world from university. Based on Department of Statistics Malaysia, 2018, the unemployment rate in October 2018 at 3.3 per cent. The employability skills can be one of the reasons that influence unemployment rate in labour force market. Skills are important in the world of work and most of fresh graduates do not have the skills that required by employers. Soft and hard skills sought by employers such as communication skills. In general, most of the respondents strongly agree that lacking of employability skills influences unemployment rate based on research of Hossain, Yagamaran, & Afrin, 2018.

Institutions need to provide higher education for their students during studies such as knowledge and others skills that require from labour force world. The institutions need to provide training that will allow students to improve their soft and hard skills since university. Based on Wats, 2009, hard skills are discipline specific skills needed to perform basic duties at work and for soft skills defined an individual's approach toward work and life problem. Industrial training or known as *Internship* is one of the training provided by the institution to the students as well as providing exposure on the nature of the work that the student will be able to obtain. In addition, institution must inform students of the outside world's expectations, preparing the students for future job tasks and new employment pattern (Jung & Lee, 2016).

Work experience also important for students to move to world of work. School's educational program one of part of work experience where students experience working life. Working experience such as working as a part-timer can be training for students beside the students can gain also improve their soft and hard skills before move to real work. In addition, work experience can be many ways such as study program, project learning, cooperative education, seminar, service learning and many more. According to Kotur, Anbazhagan, 2014, "A person who is knowledge can perform better at tasks that require that knowledge and a worker having a good experience in his job can become a leader due to his special gift of experience he acquired during the course of his work".

To gain knowledge and work experience, internship is one of the famous platforms among university, employees and employers around the world. Based on Yaakob, Ali, & Radzi, 2018, the internship expected to improve students' confidence in the area of working environment, internship reporting and knowledge transfer across context and organization participation. Therefore, internship is the best way as a training of preparation for students before move to the real world of work. Besides, internship will affect soft and hard skills of the students for future career.

Soft and hard skills in real world of work are essential for Universiti Utara Malaysia STHEM's students. STHEM stands for School of Tourism, Hospitality and Event Management that specialize in tourism, hotel and events industry. STHEM majors require the specialized certain skills needed to obtain the future career the students desire. For example, as Tour Guides need soft skills such as communication skills because they need to attract tourists. Besides that, Tour Guides also have hard skills like knowing the history of a tourist spot. Thus, students from the STHEM UUM need internship training to refine their skills before entering the real world of work.

Therefore, it provides researcher to find out about the impact of internship on STHEM student's future career. Researcher curious on what factors that impact whether positive or negative toward students' future career.

Problem statement

Most university students are facing the problem of high unemployment in this modern age. Most graduates difficult to get a job after graduating from university. Thus, it is a government problem as the unemployment among graduates increases year after years. As such, this problem also related with concerned from Universiti Utara Malaysia (UUM). Next, poor performance that been show by university graduates also a problem with the difficulty of getting good future career after end of the study. This is most likely due to the lack of skills such as soft and hard skills that needed in the future career. Furthermore, the problem is that classroom lessons taught by lecturers in theory at Universiti Utara Malaysia are still lacking to measure a student's performance to move into the realm of work. This is because, students are not exposed to the right work environment. Thus, Universiti Utara Malaysia conduct internship program during the last semester to provide students with real-world work experience. According to Harms, 2015, internship is supposed to be a means of transition into the labour market. Therefore, it is a question of whether an internship can help students improve their performance before entering future career after graduation. The examples of the question such as "What is the impact of Internship on STHEM students' future career?"

Objectives of the study

The objective of this study is to find out the impact of internship on STHEM students' future career.

Limitation of the study

For this study about The Impact of Internship on STHEM students' future career will do a qualitative research. The researcher will personal interview six respondents that related with STHEM students and internship programs. The focus of this study is on students of STHEM at Universiti Utara Malaysia. In addition, the study area will locate at Universiti Utara Malaysia as well as Alor Setar, Kedah, Malaysia. The duration of time taken to conduct this study is within five months.

LITERATURE REVIEW

Literature Review of Impact

Every human being believes that every single thing he/she does should have an impact on himself, the environment or the economy, either positively or negatively but everyone still does not understand the true meaning of the "Impact". According to Hearn & Buffardi, 2016, define "Impact is the action of one object coming forcibly into contact with one another such as a market effect or influence". Besides that, "Impact' has been explained as a concept used for various purposes and at all stages of development programming. In designing a program, the discussion on the impact that it can make can be used to clarify a point of view in order to build cooperation and streamline action. For example, impact assessment can be used to identify potential risks or adverse effects.

Based on Wallman-Stokes, Hovde, McLaughlin, & Rosqueta, 2014, a definition of impact is necessary to develop an effective and rewarding philanthropic strategy, since impact definitions drive decisions and ultimately move dollars, besides, for most people and organizations, the impact of thinking about change is caused by certain types of actions. In addition, with some exceptions, the effect or change is generally considered positive. As such, researcher believe that "Impact" means somethings to do such as designing a program either individual or organization will make a difference or the effect.

Literature Review of Internship

The words of 'Internship' has many ways to describe the meaning. An internship can be defined as "structured and career relevant work experiences obtained by students prior to graduation from an academic program" (Jung & Lee, 2016). From this study, students are required to undergo industry training or known as an 'Internship' before completing their studies to gain experience in the real world of work. So that, students will practice the lesson that they have learned the theory in the classroom.

In other word, an internship is "a short-term experience in which receive training and can build skills in a specific field or career area" (National Society for Experiential Education, 2011). Therefore, the short-term training experience, students can build or gain soft or hard skills that are require in their field or future career. For example, hard skills for Tourism and Hospitality students such as system Galileo that been used to book the flight ticket in Travel Agency. By undergoing, students can experience to use and apply what they learned during studies.

Based on Cerulli-Harms, 2017, internship is characterized as short-term professional work experiences and typically last only a few months besides should serve an educational scope. The period for internship can be minimum as a week to maximum period is one year depends on employers. Internship can be paid or unpaid during training. Therefore, before start an internship it is important for students to know rights with regards to getting paid.

In conclusion, the internship gives the same meaning from three different people. An internship can be concluded as short-term training before graduate from university to gain knowledge in the field of study and skills required in the job world. In addition, undergo an internship to gain work experience.

Literature Review of Future Career

Every human being has a big dream after graduating from university to get a good future career in a big company. All human has mindset that having good career will provide bright future for ourselves and family. Therefore, people will be racing in pursuit of a good career. So, what is means by "Future Career"?

According to Mulhall, 2014, "A career is a succession of related jobs, arranged in a hierarchy of prestige, through which persons move in an ordered (more-or-less predictable) sequence" (Hughes 1958). Besides, "career as an individual's work-related and other relevant experiences, both inside and outside of organization that form a unique pattern over the individual's lifespan" (Sullivan and Baruch 2009).

Next, career can be referring to more than objective pathways or movements. It involves self-identity, and reflect individuals' sense of who they are, who they wish to be and their hopes, dreams, fears and frustrations (Collin & Young, 2000). In other words, career in English language can be elastic, flexible and enabling it to adapt well to a variety of functions and context.

METHOD

Introduction

Specific procedures or techniques used to identify, select, process and analyse information about a topic is a definition of research methodology (Wilkinson, 2019). It defines the tools used to gather relevant information in specific research studies. As the title shows, this chapter covers research methods. In more detail, here the author outlines research approaches, data collection methods, data analysis, research validity and topics of interview.

Research approach – qualitative

The research approach that use by researcher for study that related with the impact of internship on STHEM student's future career is qualitative approach. According to Cropley, 2019, qualitative focuses on the way the world is understood in researchers' minds usually using abstract scientific concepts and terminology, besides qualitative research also examines differences in amount or level of the variables being studied and cause and effect relationships among them. Researcher choose qualitative as research approach because the decision on the number of participants in a study becomes a reflection of the purpose of the study and qualitative questions involve understanding of the respondents' experiences and perceptions. The research methods that use in this study is data collection and personal interview. According to this approach, researchers begin with specific observations which are used to generate general theories and conclusions drawn from research.

Data collection and tools

Researcher use primary and secondary data for data collection. For the purpose of this study, in depth interview is most suitable to use. In depth interview are personal and non-structured interviews, aimed at identifying respondents' emotions, feelings, and opinions on specific research subjects. The advantage of personal interviews is that they involve personal and direct relationships between interviewers and respondents. For secondary data, the researcher conducts the study by obtaining information from the internet. Data collection from the internet related to similar studies which is impact of internship on students' future career.

As far as data collection tools are concerned, research redirects involve the use of semi-structured questionnaires, which are used as interview guides for researcher. Some specific questions will be providing, so that the researcher guide the interview toward the satisfaction of the research objectives is to know impact of internship on STHEM student's future career. The researcher will conduct a personal interview with two STHEM lecturers who manage internship students, companies or employers who take students for internship training at their place as well as STHEM students who have previously conducted internship programs.

Data analysis

Data analysis is used to analyse data collected from personal interviews. The advantage of data analysis is that helps in data collection that is reduced and simplified. In addition, data analysis enables researcher to organize qualitative data collection in a manner that satisfies the achievement of research objectives which is to know the impact of internship on STHEM student's future career. In data analysis, the researcher will analyse the factors that have an impact of internship on student's future career whether positive or negative. The researcher will analyse from the data collection the opinions and experiences of the respondents.

Research validity

Research validity is the criterion for design effectiveness in using measurement methods that capture data to address research questions. The preparation of questionnaires to guide personal interview for respondents will be refer to more experienced lecturers in this regard. In addition, the validity of the study is to interviews important peoples regarding topic of "Internship". Respondents will express their experiences and opinions about the impact of internship on STHEM student's future career. In addition, the experience of undergoing a program internship during the Diploma in Polytechnic Tuanku Syed Sirajuddin from researcher can relate to the experiences and opinions of the respondents in the study conducted.

Topics of interview

This interview topic is an example of an interview question that related with internship program and STHEM students of Universiti Utara Malaysia that researcher will ask all respondents during the personal interview session. The interview questions created in this study will to find out the opinions and experiences of the respondents involved in the internship program and also engage with students' future career. Therefore, the interview question is like:

- What is the impact of having an internship program toward STHEM students?
- Why do STHEM students need to go through an internship program before graduating from Universiti Utara Malaysia?
- Does the internship program affect the future of students in the world of work?
- What did STHEM students learn during their internship program?
- Can STHEM students improve the specific knowledge and skills involved in the Tourism and Hospitality during their internship program?

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MARKETING STRATEGY OF FLORES CYCLING TO SUPPORT RUTENG'S TOURISM

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ABSTRACT

Flores Cycling Tours is a tour operator engaged in services and is commited to providing tour services for tourists with special interests, namely tourists who are interested in doing sport tourism, more specifically cycling activities. The implementation of 7P marketing mix analysis which consists of product,price, promotion, place, people, physical evidence, and process, makes it easier for the company to sell and market the cycling tour packages in Flores Island and Ruteng so that it can be better known by the foreign and domestic tourists, and also local communities. The attractive packaging of cycling tour packages, the best service provided by competent and trained human resources, and the implementation of the right promotional strategies will be able to support the growth of Ruteng's tourism which is the city where the cycling tours are held. The research method used is descriptive qualitative aims to knowing the marketing strategy that Flores Cycling Tours has been using in supporting Ruteng's tourism. The analysis technicques used in this study are through four stages which are collection data, reduction data, data display, and conclusion drawing. In this study there were 6 people who became informants, such as Owner and Operation Manager of Flores Cycling Tours, Sales and Marketing of Tari Travel as Flores Cycling Tours' Travel AgentPartner. Kasi Usaha Dinas Kebudayaan dan Pariwisata Kabupaten Manggarai, and participants of the cycling tour.

Keywords: *cycling tour; Ruteng; marketing strategy; marketing mix; special interest tourism, sport tourism*

INTRODUCTION

Tourism is one of important industry for a country. Indonesia has huge tourism potential, from the nature, history, until the culture which can support tourism activities. It can be proved from great contribution of tourism towards state revenue. Tourism sector belongs to four biggest state revenue contributors after petroleum, mining, and rubber. Aside from state revenue contributor, tourism sector also absorbs a lot of labors and various benefits in social-culture aspect.

East Nusa Tenggara is an archipelago province which has 22 regencies and cities. From each of regency, there are various hidden potentials in tourism sector. Even in several regencies, there are destinations which are widely known, such as Komodo National Park located in West Manggarai regency, Kelimutu Lake in Ende regency, and many others. The income contribution for East Nusa Tenggara province from tourism sector reached 2 trillion, with the number of tourist visit was 90thousands until 100thousands per year in 2015. Those numbers went up gradually in 2016 with the designated of Komodo Island as one of ten major areas to be developed by the government (National Geographic Indonesia, 2016).

Governor of East Nusa Tenggara (NTT), Frans Lebu Raya, stated that tourism sector was targeted to be the biggest income in 2019. "In 2019, tourism sector will be the biggest income in East Nusa Tenggara." NTT, according to him, stashed natural beauty, cultural uniqueness, and social life which would be attraction potential to bring out the profits either for local communities or government in destination (www.terasntt.com).

Ruteng, as the capital city of Manggarai regency, East Nusa Tenggara becomes one of the cities which is often visited by the tourists. It is due to the considerable distance amongst regencies, so Ruteng becomes a city in which the tourist frequently stop by before continuing their trip to other regencies in eastern part, or vice versa, going to the western part of East Nusa Tenggara. Although it is small, Ruteng is a comfortable city to be visited since it has relatively cool temperature and low pollution level.

PT. Flores Exotic Tours is a tour operator which has been established for 15 years (since 2004) and it has commitment to share its experience to the tourists who want to know further about Flores Island, and other islands in Indonesia, such as Sumba, Timor, Sulawesi, Borneo by offering various tour packages, starting from overland, overboard, trekking, photography, bird-watching, and cycling. In 2013, PT. Flores Exotic Tours continuously committed to develop cycling tourism service so Flores Cycling Tours was officially established as a division of PT. Flores Exotic Tours. Flores Cycling Tours was started to get recognized by the tourists and potentially to be developed in 2017. With the commitment to provide the service and interesting experience to the cyclists who wanted to enjoy natural beauty of Ruteng while cycling. Flores Cycling Tours is expected to give positive impact in supporting tourism in Ruteng.

METHOD

This research applied qualitative approach. Bogdan and Taylor in Moleong (2007) defined qualitative writing as writing procedure which generated descriptive data in the form of written words or verbal from people and behavior observed from the occurred phenomena. Sukmadinata (2005) stated that the basic of qualitative writing was constructivism which assumed that reality was vastly dimensioned, interactive, and a form of social experience exchange which was interpreted by each individual. Besides, all that have been collected were possibly becoming the key of what had been examined.

Types of Data

Data resources in this research are divided into two, they are primary data and secondary data. In this research, primary data were collected directly from the field, either from observation or interview with the informants. Besides, the result of documentations related to the research was also collected. For secondary data, the data were in the form of documents or literatures from Central Bureau of Statistics (BPS), internet, newspaper, journal, and many more. Secondary data collection was conducted by taking or using all or half of the data which had been recorded or reported. In this study, secondary data are the supports for primary data in the form of documentations in which are supporting pictures from marketing strategies undertaken by Flores Cycling Tours.

Data Resources

Arikunto (2006) stated that data resources are the subjects which the data were collected from and to facilitate the researchers in identifying data resources. The researchers have applied 3P formula, they are:

a. Person, is the place where the researchers ask about the examined variable.
b. Paper, is the place where the researchers read and learn the things that are related to the writings, such archives, pictures, documents, symbols, and many more.

c. Place, is the place where the activities related to the writings occurred.

According to Lofland in Moleong (2007), the main resources in qualitative writings were the words and actions collected from the informants through interview, the rests were additional data, such as document and others. To obtain the data and information, the informants in this writings were determined purposively or intentionally in which previously they had been selected. Informants were the people who were involved or experienced the implementation process and program formulation in writing's location.

Data Analysis Technique

Bogdan and Biklen (2007) stated that data analysis was systematical seeking and managing processes of interview results, notes, and collected materials to enhance the understanding towards all of the things that had been collected and possibly presented what had been found. Miles dan Huberman and Saldana (2014) explained four stages that should be conducted in analyzing qualitative writings data, namely:

1. Data Collection
   It is the stage for collecting data from interview result, observation, bibliographical writing, and documentation conducted by the researchers.
2. Data Reduction
   It is defined as the process of selection, separation, simplification, abstraction and transformation of raw data which appeared from written notes in the field. The obtained report or data in the field will be written in the form of completed and detailed description. Field report was deducted, summarized, chosen for the main things, focused on the important things, and then the theme or the pattern was sought.
3. Data Presentation
   Data presentation is conducted with the aim of easing the researchers in seeing the whole depiction or certain part from the writings. Data presentation was done through describing results of interview which was expressed in the form of description with narrative text and supported with documents as well as pictures.
4. Drawing Conclusion
   It is the writing result which answers the writing focus based on the result of data analysis. Conclusion is presented in the form of descriptive of writing subject guided by writing study.

Validity and Reliability

Validity can also be interpreted as the compatibility between the instrument and something that is going to be measured, so the result of measurement obtained will represent the real size dimension and be reliable. While reliability in qualitative writings, it can be interpreted as level of compatibility between the data/description expressed by the subject and the real condition.

According to Lexy J. Moleong (2012) validity of a data can be measured using triangulation technique. The researchers used triangulation technique to examine data validity and to compare the data obtained from other sources, such as in various phase of field writings, in different time, and different method. Furthermore, still according to Lexy J. Moleong, triangulation was distinguished into four types:

1. Data Triangulation

Using various data resources, such as document, archive, and result of interview or interviewing more than one subject who was considered having different point of view.

2. Method Triangulation
   According to Rahardjo (2010), method triangulation was conducted by comparing the information or data with different ways.
3. Writer Triangulation
   The involvement of more than one writer in conducting observation or interview was due to the different style, attitude, and perception in observing certain phenomena. Thus, the result of observation could be different while observing the same phenomena.
4. Theory Triangulation
   Based on the assumption that validity degree of certain fact cannot be examined with one or more theories, theory triangulation use two theories to be competed and combined.

In this writing, the researchers used data triangulation to examine data validity by comparing the result of interview with different subject, observation result, and documentation.

RESULT AND DISCUSSION

The Implementation of Mix Marketing Strategy

Based on theory of Mix Marketing, Kotler and Armstrong (2012) stated that initially mix marketing was only consisted of 4Ps, they are product, price, place, and promotion which often succeeded for goods. Along with the advance of time and market demand which continuously experience the evolution and parallel development with development of consumers' behavior and intelligence, the experts add 3 more variables: people, physical evidence, and process.

Through result of interview that had been conducted, Flores Cycling Tours had applied seven variables which interrelated in their marketing strategy, yet the researchers found that there were three main variables supported by four other variables. Three main variables which became the company's focus in running this business were: Product, Promotion, and People which were supported by the presence of Price, Place, Physical Evidence, and Process variables.

Product

As the tour operator which committed to provide the service and interesting experience to the cyclists and provide new alternative tourism attraction in Ruteng, the main product that was sold by Flores Cycling Tours were cycling tour packages. Therefore, the company offered four cycling tour packages, particularly Ruteng area they are: short trek cycling, medium trek cycling, full day cycling, and cycling and trekking. From those four packages, medium trek cycling package was the most preferable among tourists. However, there was a space for the company to do product development or create new product as the alternative for the cyclist who were not getting used to it or just want to do fun cycling.

Promotion

In promoting the offered cycling tour packages, the company was using online and offline promotion. Online promotion done by the company was through website, social media, and application. While for offline promotion, they did collaboration with travel agent, took a part in travel mart, distributed the leaflet in hotels, and went through word of mouth. In the future, with the advancement of technology, the company will turn to use cyclist application and Tripadvisor to reach up many cycling communities and cycling lovers in other countries. Aside from that, the company will keep doing collaboration with many travel agents, either overseas, like Europe or America, or domestic.

People

In carrying out cycling tour or doing promotion, human resources who have the ability and expertise in their field are needed. At the moment Flores Cycling Tours have five departments, they are reservation, finance, operational, guide, and driver. Right now, the company still has difficulties to get human resources, especially for guide department since cycling is rather nee and not really familiar amongst local. What the company will do to overcome the problem is by actively participating in supporting the development of Ruteng Cycling Club Community. The company also participates through sharing the experiences and information to the members of community, cycling gradually, and preserving the environment. The participation aims to get the guide who has the ability to be a guide and cyclist in the near future.

Place, Price, Physical Evidence, Process Strategy

In supporting four variables above, the company has assigned the price of each cycling tour package by considering the mileage of cycling tour, maintenance cost, accommodation used, and guide fee. If cycling tour has short mileage and time, then the price is automatically cheaper than longer mileage and time. Maintenance cost needs to be considered because the availability of bicycle repair shop is still rare, therefore it is important for the guide available at the moment to know how to repair the bicycle. Bicycle maintenance is very important due to the physical proof of Flores Cycling Tours which is needed in every cycling tour.

Hence, the company has had standard of procedure and process which are applied in every tour to ensure that the bicycles that are going to be used are in good condition. The company always do bicycle checking a day before the tour, in the morning right before the tour, and after the tour has finished. The company also do periodical bicycle checking can cleaning, and spare part changing in attempts to maintain the bicycles owned by the company.

Ruteng as the place where the cycling tour held is a city located in the highland and lowland, so it has cool temperature. Besides, Ruteng is not fraught with many vehicles as what big other big cities and it has beautiful scenery, such as villages, pad fields, and mountains. This makes Ruteng becomes the right location to be a city for cycling. However, cycling in Ruteng also has challenge, which is high rainfall especially in the evening. Yet, that is not a hindrance to do cycling tour or trekking in the evening, and the company has not got any significant obstacles since the tour was done in the morning.

CONCLUSION

Based in the background and result of analysis which have discussed, the conclusion which can be drawn are explained as follows:

1. The most preferable cycling tour package by the tourists was medium trek cycling with 4 hour duration since it was neither too long nor too short.

2. The most effective promotion channels were website, collaboration with travel agent, and also Tripadvisor application.
3. Ruteng was the place which had potential as cycling city since it had suitable air temperature and ground contour for cycling and supported with beautiful scenery.
4. Human resources definitely supported Flores Cycling Tours due to good service provided, so the tour participants felt comfortable and enjoyed the tour.
5. Flores Cycling Tours clearly knew who their market target, so the bicycles owned were in accordance with the specification and market target, that was European tourist.
6. Maintenance and the needs of spare part became the problem and main challenge faced by the company in running this cycling business.
7. The publications through cycling tour packages conducted by Flores Cycling Tours were directly promoting tourism in Ruteng.
8. The presence of cycling tour as a new alternative tourism attraction which could be done in Ruteng helped to extend tourists' length of stay while visiting it.
9. Flores Cycling Tours supported the development of Ruteng Cycling Club as the cycling community and boosted the economy in Ruteng with the availability of working opportunity for the members to become competent cycling guide.

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THE ANALYSIS OF TOURISTS PROFILE OF SURAKARTA SUNANATE PALACE

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ABSTRACT

This article aims to analyse the tourists profile of Surakarta Sunanate Palace as an effort to provide an overview in determining the policies and development of Surakarta Sunanate Palace in order to formulate the main heritage tourism in Surakarta City. Tourist segmentation as a market is divided based on four variables, namely geographical, socio-demographic, psychographic, and behaviouristic aspects. This research uses two approaches namely quantitative and qualitative approaches which aim to analyse the profile of tourists visiting the Palace. The approach used to analyze the profile is divided into four variables (geographic, socio-demographic, psychographic and behaviouristic). The sampling technique used accidental sampling. Data collection was conducted through questionnaire, observation, literature review and documentation in two months on weekdays and weekends. The quantitative data in the collecting the tourist profile with questionnaire consists of 20 statements. Respondents gave one checklist on the answer choices. The completed data of questionnaire was then classified and calculated to determine the frequency of answers based on each statement item. Frequency of respondents are presented in tabular form (percent) and then analyzed in qualitative-descriptive method. The conclusion is that tourists profile visiting the Surakarta Sunanate Palace is very diverse. Based on socio-demographic analysis, the palace has more teenage girls (15-24 years) which graduated in senior high school or equivalent. Then, based on geographical aspect, it shows that most tourists come from Soloraya area with a length of stay is less than one day and type of visit is tourists with their family. In psychographic aspect, the highest motive of visiting tourists is to relax by enjoying the uniqueness of culture and attractions mainly the museum collections. In behaviouristic aspect, tourists who visit palace once are more than repeater tourists.

Keywords: *profile; tourist; Surakarta Sunanate Palace, Surakarta*

INTRODUCTION

Surakarta is a historical city in Indonesia which is identical with Javanese culture inherited from the Kingdom of Mataram. The culture gives an authentic identity to the community as a valuable cultural asset and makes Surakarta City a Heritage City of Indonesia. One of the cultural assets as a cultural tourism attraction in the city of Surakarta is Surakarta Sunanate Palace which has a significant number of visitors. Sutirto (1995:2) states that the city of Surakarta as the former capital of the kingdom is very rich in relics that can be targeted as a tourist destination. The city of Surakarta as a former Javanese royal city has physical relics and socio-cultural institutions. These relics can be used as tourist attractions.

Due to the significant tourism potential, a strategy is needed to attract more people to visit the Surakarta Palace. However, the effort to formulate strategies and policies needs accurate and valid data and information so that the strategies are projected right on the target. Accurate data and information can be obtained through research; one of which is market research. Forms of market recognition in tourism are very diverse. One method that can be applied to examine the profile of tourists in more depth is by studying the tourist behavior and motivation.

Analyzing tourist profiles is very important in the development of a tourist destination such as the Surakarta Sunanate Palace. The tourist object is the city's leading tourist destination and has a variety of historical tourism products to support tourism activities. This paper seeks to analyze the profile of tourists visiting the Surakarta Sunanate Palace as a consideration in determining the direction of historical tourism development in the future.

LITERATURE REVIEW

Tourist

Tourists are people who travel (Law No.10 of 2009 concerning Tourism). Meanwhile, according to Yoeti (1996: 143), tourists can be classified based on the types of the trip and the location where the tour takes place, i.e.

1. *Foreign tourists* are foreigners who travel, come into another country which is not a country where they usually live.
2. *Domestic foreign tourists* are foreigners who reside in a country on duty, and travel in the territory of the country where they live.
3. *Domestic tourists* are people who travel within the boundaries of their own country without crossing the country's borders.
4. *Indigenous foreign tourists* are citizens of a certain country who, because of their duty or position, are outside their native country and are traveling in their own country's territory. This type of tourists is the opposite of Domestic Foreign Tourists.
5. *Transit tourists* are those traveling to a certain country but are forced to stop by or stop at a port / airport / station, not of their own volition.
6. *Business tourists* are people traveling for business purposes where they have vacation after their main goal is completed.

Tourist Profile

Tourist profiles are specific characteristics of different types of tourists that are closely related to their demand habits and needs when traveling. It is important to understand the profile of tourists in order to satisfy their travel needs and to develop effective promotional programs (Marpaung, 2000:39). Thus, the importance of analyzing tourist profiles is needed to see the market segmentation which can be further developed to attract many tourists to visit. According to Spillane in Fandeli (2000:204), the use of tourist segmentation according to the concept of market segmentation in this study is to see the movement of tourists in a tourist destination which then leads to the understanding that tourists have similar or diverse travel characteristics. This difference in understanding then becomes the basis for seeing tourist segmentation in a number of principal market segmentation approaches, including geographic, demographic, psychographic, and behavioristic.

Keraton

The term *keraton* refers to a palace of a kingdom. According to Purwodarminto (1976:489) in Indonesian Dictionary (KBBI) is interpreted as *the royal palace, kingdom*. The word *keraton* comes from the basic word *ratu* (queen) (Javanese: Lingga) plus the prefix "Ka" and the suffix "an" so it becomes "ke-ra-tu-an". The pronunciation is then accelerated into *keraton* which means a residence or official residence of the queen or king with his family (Winarni, 2004: 26).

Keraton is the king's sacred place. Therefore, other traditional rulers such as the duke or duchess are not allowed to sit (Javanese: dhampar) in the king's throne, so *keraton* is a special seat for the king (Soeratman, 1989:1). Similarly, Tanjung (2005: 10) says that the term *keraton* means the residence of a queen or king which includes a residence (*kedhaton*) with a yard that is bounded by a fence or wall named *cepuri baluwarti*.

METHODS

This study was conducted in the tourist area of Surakarta Sunanate Palace, Surakarta City, Central Java Province. It employed two approaches namely quantitative and qualitative approaches aimed to analyze the profile of tourists visiting the palace. The approaches used to analyze the tourist profile were divided into four variables, including geographic, socio-demographic, psychographic, and behavioristic. A number of 53 respondents as samples were selected through an accidental sampling technique. Meanwhile, the data was collected through questionnaires, observations, literature studies and documentation conducted from July to August 2019 on weekdays and weekends. The quantitative data to capture the profile of tourists was elicited using a questionnaire consisting of 20 statements where the respondents put a tick on one of the response choices. The completed questionnaires were then classified and calculated to determine the frequency of responses based on each statement. The frequency of respondents' responses was presented in a tabular form (percentage), analyzed qualitatively, and presented descriptively.

RESULTS AND DISCUSSION

The data processing was done from the results of questionnaires distributed to respondents (tourists) on weekdays and holidays for two months and resulted in varying respondent data. There were 53 questionnaires responded in full by respondents according to the filling instructions so that we can process all questionnaire data. Following are the results of data retrieval which is divided into four variables (socio-demographic, geographic, psychographic, and behavioristic).

Socio-Demographic Variable

Table 1. Sex

Sex	Total	Percentage (%)
Male	20	38%
Female	33	62%

Source: Primary Data, 2019

Based on the data shown in Table 1, there are more female tourists than the male ones. There are as many as 20 male respondents with a percentage of 38% and 33 female respondents with a percentage of 62%.

Table 2. Age

Age	Total	Percentage (%)
0-14 years old	2	4%
15-24 years old	29	54%
25-44 years old	11	21%
45-64 years old	11	21%
>65 years old	0	0

Source: Primary Data, 2019

Table 2 indicates that Surakarta Sunanate Palace is more preferred by adolescents to adults aged 15 to 24 years with a percentage of 54%. This is because they have self-awareness of cultural and historical attractions in the Surakarta Palace and have more free time.

Table 3. Educational level

Educational Level	Total	Percentage (%)
Not-yet Complete PS	0	0
Primary School	0	%
Junior Secondary School	5	9%
Senior Secondary School	21	40%
Diploma	12	23%
Bachelor	14	26%
Postgraduate	1	2%

Source: Primary Data, 2019

Table 3 shows that the highest number of visitors of Surakarta Palace according to the level of education comes from high school students (21 respondents) with a percentage of 40%, followed by Bachelor with 14 respondents or 26% and Diploma with 12 respondents or a percentage of 23%.

Based on the interviews with several respondents, the high number of visitors from high school students and high school graduates is due to their relatively high interest and more free time for travel.

Table 4. Occupation

Occupation	Total	Percentage (%)
Working (Civil Servants/Employees, Entrepreneur, Professional)	22	44%
Not working (Housewife, Student)	21	42%
State-owned Enterprises	0	0
Others	7	14%

Source: Primary Data, 2019

The data shown in Table 4 shows that the highest number of tourists visiting the Surakarta Palace are those who already have permanent jobs as civil servants/employees, entrepreneurs, and professional staff with 22 respondents or a percentage of 44 percent. This indicates that tourists who already work have fatigue so that visiting Surakarta Palace can relieve and refresh their stress or fatigue due to their daily work activities.

Table 5. Marital status

Marital Status	Total	Percentage (%)
Single	34	68%
Married	16	32%

Source: Primary Data, 2019

Based on Table 5, it can be seen that the majority of visitors are not married (34 respondents or 68%), while those who are married are 16 respondents or 32%. This is because most of the visitors of Surakarta Palace are teenagers.

Geographic Variable

Table 6. Origin

Origin	Total	Percentage (%)
Soloraya	29	56%
Central Java/DIY	10	20%
Jakarta	3	6%
Others	9	18%

Source: Primary Data, 2019

Based on Table 6, the majority of tourists come from the Soloraya (Surakarta, Sukoharjo, Boyolali, Karanganyar, Klaten, Wonogiri) with 29 respondents or a percentage of 56%. Then tourists from Central Java and Yogyakarta Special Region amount to 10 respondents or about 20%. The data implies that easy accessibility to reach the destination and more effective distance and travel time have caused people domiciled in the Greater Surakarta and Central Java/Yogyakarta to visit the Surakarta Palace.

Table 7. Length of stay

Length of Stay	Total	Percentage (%)
1 day	17	41%
4 days	2	5%
Others	22	54%

Source: Primary Data, 2019

Based on Table 7, it can be seen that most of the tourists respond “others” that are then given an additional note of travel time from their areas of origin in a matter of minutes / hours. This indicates that Surakarta Sunanate Palace is preferred more by those who do not need a long time to reach the location.

Table 8. Distance traveled

Distance Traveled	Total	Percentage (%)
Within cities	33	65%
Outside cities within one province	10	20%
Cities outside province	8	15%

Source: Primary Data, 2019

From Table 8, it can be concluded that most of the visitors are from within the city with 33 respondents or a percentage of 65%. Meanwhile, those coming from outside the city of one province amount to 10 respondents or a percentage of 20%. This finding indicates that Surakarta Palace is still a local tourist destination where the visitors mostly come from within the city and outside the city of one province.

Table 9. Time of travelling

Time of Travelling	Total	Percentage (%)
Weekdays	36	68%
Weekends	11	21%

Holidays / Feast	4	7%
School holidays	2	4%

Source: Primary Data, 2019

Table 9 shows that most of the visitors come to Surakarta Sunanate Palace on weekdays with 36 respondents or around 68%. They tend to avoid the crowded tourist destinations on weekends or holidays and also avoid the traffic congestion around the palace. These are the reasons they come to the palace on weekdays.

Table 10 indicates the result of data calculation describing the accommodations used by the tourists:

Table 10. Accommodation

Accommodation	Total	Percentage (%)
Hotel	7	13%
Friend / relative's house	13	25%
Own home	27	51%
Others	6	11%

Source: Primary Data, 2019

Of all the questionnaires distributed to the respondents, most of the tourists return to their homes because they come from the Greater Surakarta area with 27 respondents or a percentage of 51%. Meanwhile, those who stay at friends/relatives' homes are 13 respondents or around 25%. Some return to their boarding houses because they are students with a number of respondents of 6 or about 11%.

Table 11. Modes of transportation

Modes of transportation	Total	Percentage (%)
Air	0	0
Land	52	98%
Sea	1	2%

Source: Primary Data, 2019

Based on Table 11, almost all visitors choose to use the land transportation with 52 respondents or a percentage of 98% because most of them come from the Greater Surakarta and Central Java/Yogyakarta, who travel within the city and outside the city in the same province so they do not require air or sea transportation.

Table 12 shows the result of data calculation describing the visitors' travel companions:

Table 12. Travel companions

Travel companions	Total	Percentage
Relative	8	16%
Family	28	56%
Schoolmate	12	24%
Co-worker	1	2%
Other	1	2%

Source: Primary Data, 2019

Table 12 shows that tourists who visit Surakarta Palace with relatives amount to 8 respondents or around 16%. Those making a visit with families amount to 28 respondents or 56%. Those making a visit with school friends amount to 12 respondents or 24%. Those making a visit with workmates amount 1 respondent or 2%, while those travel with others also amount to 1 respondent or 2%. Since the majority of respondents come from adolescents to adults, and most are high school students, most respondents visit Surakarta Sunanate Palace with their respective families or with their school friends. This shows that the palace can be used as a family tourist destination.

Table 13. Travel organizer

Travel organizer	Total	Percentage (%)
Self-organizer	30	60%
Family	18	36%
School	2	4%
Travel Agency	0	0

Source: Primary Data, 2019

Based on Table 13, the majority of tourists plan their own trips with 30 respondents or a percentage of 60%. Those having a trip arranged by their families amount to 18 respondents or 36%. Meanwhile, the rest (2 respondents or 4%) have a trip arranged by their school.

Psychographic Variable

Table 14. Visiting motive

Motive	Total	Percentage (%)
Recreation	43	81%
Pilgrimage tourism	1	2%
Study assignments	5	9%
Business	1	2%
Others	3	6%

Source: Primary Data, 2019

Based on Table 14, the motivation of most tourists visiting Surakarta Sunanate Palace is for recreation or refreshment with 43 respondents or a percentage of 81%. This is because the Surakarta Palace is one of the iconic tourist destinations of the city of Solo that still keeps historical heritage relics and elements of local customs. In addition, the architecture of the Surakarta Kasunanan Palace is very interesting so that many young people want to take photos around the Palace.

Table 15 shows the results of data processing from a questionnaire that has been distributed regarding the attractiveness of Surakarta Sunanate Palace.

Table 15. Attractions of Surakarta Sunanate Palace

Attractions	Total	Percentage (%)
Cultural uniqueness	33	63%
The beauty of the place	5	10%
Historical value	13	25%
Others	1	2%

Source: Primary Data, 2019

Cultural uniqueness is the main attraction of the Surakarta Palace which attracts the majority of tourists. As many as 33 respondents or 63% of the total respondents choose cultural uniqueness as the main attraction of the palace. In addition to cultural uniqueness, as many as 13 respondents or around 25% choose historical values as an attraction of the Surakarta Palace.

Apart from having a unique architecture and old buildings that give the vintage impression, the Surakarta Sunanate Palace also has a variety of historical collections that were often used in ancient times, ranging from traditional weapons, cannons, golden chariots, old coins, to traditional clothes.

Table 16. The most visited attractions

The most visited attractions	Total	Percentage (%)
Museum collections	24	45%
Customs of Keraton life	19	36%
Keraton’s building architecture	10	19%

Source: Primary Data, 2019

Based on Table 16, the majority of visitors who come to Surakarta Sunanate Palace are to see and learn about museum collections in the palace. Within the *Keraton* area, there are 13 museum spaces. Each space exhibits different types of collections, ranging from photographs of previous rulers, king’s throne, stone statues from ancient times, dioramas, various traditional art tools, traditional ceremonial tools, conveyances, golden chariots, weapons, to ancient ceramic collections that have high historical values.

Table 17. Tourist destinations at Surakarta Sunanate Palace

Tourist destinations	Total	Percentage (%)
The main tourist destination	27	55%
Not a major tourist destination	22	45%

Source: Primary Data, 2019

From Table 17, it can be concluded that most of visitors consider the Surakarta Sunanate Palace as the main tourist destination with 27 respondents or a percentage of 55%. Because it is a major tourist destination, most tourists choose weekdays to visit the palace where these days are usually not crowded so that it is more comfortable when walking in and around the palace Area.

Behavioristic Variable

Table 18. Number of visits

Number of visits	Total	Percentage (%)
Once	24	45%
Twice	18	34%
More than twice	11	21%

Source: Primary Data, 2019

Based on Table 18, the tourists who visit the palace for the first time amount to 24 respondents or 45% while those who visit it twice or repeater tourists amount to 18 respondents or 34%. Those visit it more than twice amount to 11 respondents or 21%.

Table 19. Cleanliness of attractions

Cleanliness of attractions	Total	Percentage (%)
Clean	18	34%
Quite clean	32	60%
Dirty	3	6%

Source: Primary Data, 2019

Table 19 shows the respondents' perception of the cleanliness of the tourist destination. It indicates that as many as 18 respondents or around 34% consider the environment around Surakarta Kasunanan Palace "clean" while those who choose "quite clean" amount to 32 respondents or around 60%. Therefore, the tourists perceive that the cleanliness of the palace is quite good but still needs to be improved even better so as to support the tourist comfort.

Table 20. Perception of Museum Facilities and Collections

Perception	Total	Percentage (%)
Well maintained	33	62%
Less maintained	19	36%
Not maintained	1	2%

Source: Primary Data, 2019

Table 20 shows that as many as 33 respondents or 62% of the total respondents consider that the museum facilities and collections in the Surakarta Sunanate Palace are well maintained. Meanwhile the rest or as many as 19 respondents or around 36% consider that the museum collections and facilities are less maintained. Based on the data, the maintenance of the museum facilities and collections objects is good enough but can still be improved for the better.

CONCLUSIONS

This study concludes that the profile of tourists visiting Surakarta Sunanate Palace is very diverse. Based on socio-demographic analysis, the tourists tend to be more teenage girls (15-24 years old) with a minimum education level of high school or equivalent. According to the geographical aspect, most of the tourists come from the Greater Surakarta with the travel duration of less than one day and travel with their families. Psychographically, most of the tourists visit Surakarta Sunanate Palace to relax by enjoying the cultural uniqueness in which their most preferred attraction is the museum collections. Lastly, in term of behavioral aspect, most of the tourists visit the destination for the first time so most of them are not repeater tourists.

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UUM STUDENT AWARENESS ABOUT SEXUAL HARASSMENT AND WILLINGNESS TO WORK IN HOTEL INDUSTRY

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ABSTRACT

This study is aimed at identifying the awareness of students in term of the problems and effects of sexual harassment in the hotel industry as well as their willingness to work in the industry despite the issue. This study is a quantitative research and was conducted at Universiti Utara Malaysia. The method used is in form of questionnaires and used secondary data from several journals for references to obtain information that can fulfil the purpose of this study. The study sample was focused on 100 hospitality and tourism students at Universiti Utara Malaysia who were the respondents in this study and have been experiencing, seeing, or hearing about sexual harassment in hotel industry. The results is expected to show that most of the students are aware with the sexual harassment issue that happen in hotel industry but only have little information and knowledge about it. The study also expected that they are willing to work in hotel industry despite the issue.

Keywords: *student's awareness; sexual harassment; willingness to work; hotel industry*

INTRODUCTION

Tourism may be a labour-intensive industry and its success is depending on the supply of good-quality personnel to deliver, operate, and manage the tourist (Amoah and Baum, 1997). It is a rapidly growing industry and a major source of employment. Tourism is always related to hospitality because they go hand in hand. The hospitality industry offers services like accommodation, food and beverages, transportation, leisure, and recreation. Meanwhile, tourism is the activity by the tourists wherever they interact in travelling to destinations that provides experiences and most of the time avails of accommodation, food and beverages.

Hospitality can be defined as "kindness in welcoming strangers or guests" (Collins Dictionary and Thesaurus, 2004, p. 574). According to Korczynski (2002), it is common for frontline employees to endure the demands of difficult customers since customer service is so important in the hospitality industry. Hence, sexual harassment issue arise among employees. Most complaints about sexual harassment in the hospitality industry are made by employee from frontline positions, where the harasser is usually the customer (Poulston, 2008; Williams, 2003).

The definition of sexual harassment is varied according to individuals' perceptions. However, it is defined as the persistent unwelcome directing of sexual remarks and looks, and unnecessary physical contact, at a person, usually a woman especially in the workplace (Collins Dictionary and Thesaurus, 2004, p. 1103). Sexual harassment also can be identifies as a violation of human rights. When there is sexual harassment, it will have a huge negative impact on the employee and the workplace and also will result a massive cost to the business.

Sexual harassment is modelled as a function of two conditions which are organizational climate and job gender context. The results of sexual harassment fall into three categories that are job outcomes, individual psychological outcomes, and health outcomes. Job outcomes are the satisfaction of the employees, the job and work withdrawal while individual psychological outcomes include distress and trauma of the employees. Health outcome comprise physical outcomes and health satisfaction. However, sexual harassment is directly related to job and psychological outcomes and only indirectly correlated with health outcomes. The experiences of sexual harassment are positively correlated with the extent to which an organization tolerates it in the workplace, as is the likelihood of working in a male dominated job context.

Sexual harassment also affects people regardless of age, relationship, ability, physical appearance, background or professional status. It does not affect women alone but men can also be the victims. However, women are more vulnerable due to their position in the labour market and see harassment as a greater threat than men. The victims often have characteristics that make them vulnerable in the labour market and therefore unlikely to report sexual harassment out of fear of losing their job.

Hotel frontline staffs often find themselves bearing the brunt of abusive and sexual behaviour from guests. However, some may endure sexual harassment because they feel obliged to provide customer satisfaction. According to Robb (2014), the hospitality employees are assaulted by guests more often than others think and that their employers do not offer much protection. A research by Poulston (2008) about sexual harassment in hospitality business found that many employees perceived sexual harassment as merely joking, fun, and something that may relieve an otherwise stressful environment.

Background of the study

Sexual harassment is rampant within the hospitality industry. Some researchers have indicated that sexual harassment is one of the factors that causes the employees to be less productive, lose motivation, and is even responsible for the turnover in the hotel industry. Students especially those majoring in hospitality can be a major force within the industry and can play an influential role to affect change. There is limited research on this subject despite its importance. Hence, this research will not only extend what is currently known but will also introduce a new model that can aid future research.

Hypothesis of the study

It is hypothesized that the students understanding about sexual harassment is depends on their knowledge on that problem. Next, the students understanding will lead to awareness of sexual harassment in hotel industry. Their awareness then impacts their willingness to work in hotel industry.

Problem statements

The following problem statements were formulated to reflect the study’s primary purpose:

a. Do the tourism and hospitality students understand the meaning of sexual harassment in hotel industry?
b. Do the students aware with the problem of sexual harassment in hotel industry?

c. Do the students willing to pursue their career in the hotel industry despite the problem?

Objectives of the study

a. To identify the meaning of sexual harassment, types, causes, impact to victims, and solution for the occurrence of sexual harassment.
b. To examine students' awareness, understanding or knowledge of sexual harassment in hotel industry.
c. To examine students' willingness to work in hotel industry despite the problem.

Limitation of the study

The findings of this study are useful but it is not free from limitations. This research is carried out within the span of four months. Only tourism and hospitality students from Universiti Utara Malaysia that have been experiencing, seeing, or hearing the problems were included in the study, which means that it is difficult to generalize from the data analysed. Further research would consider extending the number of participating faculties and institutions. Although the study's results identified students' awareness and willingness, perceptions and direct influences obtained from work experiences could have examined.

LITERATURE REVIEW

This chapter analyses literature relating to student's awareness about sexual harassment that happens in hotel industry and their willingness to work in that industry despite the challenges.

The chapter begins by defining awareness, sexual harassment and legal ramifications of the phenomenon. It investigates the effects theorists believe contribute to sexual harassment such as the power differentials between the customer and the employee, the hospitality working environment, the characteristics of the employees, and customer intoxication. Finally, this chapter also discussed about the solutions a hotel business should implement in order to reduce the occurrence of sexual harassment in the workplace.

Concept of awareness

According to Marková (2017), awareness can be defined as people's ability to recognize their own and others' existence and experience. It shows that human awareness involves both awareness of the self and awareness of other people. One can become aware of oneself only in so far as one becomes aware of other people. We perceive, interpret and act on the basis of our understanding of each other's thoughts, abilities, emotions, intentions and actions and at the same time we are aware that others can perceive, interpret and act on the basis of their understanding of our activities. This mutuality of awareness between our own and other selves leads to more complex forms of interaction involving the self, the other person, social groups, and social establishments.

Most everyone believes that awareness is different. Awareness is self-recognizing and yet it is not dual (Harding, 2014). It is open to anything and everything as it is totally alive, fresh, new and empty from preconceptions. It is different with perception as perception is always conditioned and conditional, but awareness is not and cannot be. Perception has to do with how we experienced the outer world while awareness has to do with how we experience inner world. In other words, awareness is a knowledge and understanding that something is happening or exists.

Sexual harassment definition and possible causes in hospitality

It appears that sexual harassment in educational institutions and workplace can be understood and defined in many different ways making it all the more complicated to prevent and address the issue. However, Noonin (2017), described sexual harassment as the unwanted imposition of sexual requirements in the context of a relationship of unequal power. Meanwhile, according to U.S. Equal Employment Opportunity Commission (EEOC), sexual harassment is a form of sex discrimination that violates Title VII of the Civil Rights Act of 1964 which applies to employers with more than 15 employees, state and local governments, employment agencies and labour organizations, as well as to the federal government.

Sexual harassment can be divided into two categories, namely sexual coercion and sexual annoyance. Sexual coercion is sexual harassment that results in some direct consequences to the victim's employment. An example is where a superior, who has the power over salary and promotion, attempts to coerce a subordinate to grant sexual favours. Job benefits will follow if the subordinate accedes to the superior's sexual solicitation and vice versa. Another one is sexual annoyance which is sexually-related conduct that is offensive, hostile or intimidating to the recipient, but has no direct link to any job benefit. However, the annoying conduct creates an irritating working environment that the recipient needs to tolerate in order to continue working. A sexual harassment by an employee against a co-employee and a company's client against an employee falls into this category.

Encompasses with various conducts of a sexual nature, sexual harassment can manifest in five possible forms which are verbal, non-verbal, physical, visual, and psychological harassment. Verbal harassment involves expressing opinions or questioning about appearance or personal lives, sex or talking on the telephone about sexual matters, while non-verbal harassment includes behaviours such as making mouth shapes, use of body posture, or gestures in a sexual way or use of equipment in a sexual way. Next, physical sexual harassment involves use of physical violence, touching or unnecessary close proximity. Besides, visual harassment includes showing pornographic materials, drawing sex-based sketches or writing sex-based letters. Psychological harassment involves repeated unwanted social invitations, relentless proposals for dates or physical intimacy.

Theoretically, four models have been developed to describe the possible causes of sexual harassment. These are the natural/biological model, the organizational model, the sex-role spill over model, and socio cultural model (Tangri & Hayes, 1997). Each of these models puts forward a special rationalization. The natural/biological model considers sexual harassment in hospitality as extension of human sexuality. It is based on the idea of the natural attraction between men and women. Men's stronger sex drive creates a mismatch between sexual desires of men and women and consequently leads to sexually aggressive behaviour at work. It may also occur between two workers, forced together by the high stress levels of role and long unsociable hours associated with the hospitality industry.

The second model or theory is the organizational model. It relates sexual harassment to an organisation's power differentials created by a company's hierarchy as well as the inherent opportunities. This means certain individuals may exploit their power to extort sexual gratification from other. However, organizational model does not focus upon these power differentials as being gender specific. Thus, although sexual harassment may be more frequently perpetrated by males, due to workplace gender inequality, it may also be perpetrated by females who occupy positions of power.

Next is the sex-role spill over model. This model emphasises the effects of sex-role expectations in the organization. Certain behaviours are expected of workers of both genders, as men are stereotyped to be asexual and women as sexual. It is likely to occur where the sex ratio is skewed to the opposite sex especially when women are perceived as sex objects and their sex roles take precedence over their work roles. Hence woman's behaviour would be interpreted as sexual even though it is not actually intended to be so.

Last but not least is the socio cultural model that proposes sexual harassment is seen as an effect of male domination over women in terms of economic and political power, because of how men and women are socialised. It is a logical consequence of the gender inequality and sexism that already exists in society. Historically, women are in fact degraded and were educated to be passive, avoid conflict, and to be emotional and sexually attractive although not as prevalent today. Thus, women who generally have less power and control are more likely to be harassed.

Hence, it is possible to conclude that sexual harassment can be defined as a sexual action or behaviour that is not appropriate for other person that is threatening. The EEOC Guidelines define sexual harassment to include not only sexually offensive interpersonal behaviour but also climate of the workplace. These four models overview the different contributors to sexual harassment in the hospitality industry. The last three models theorise that sexual harassment is influenced by power differentials between victim and the offender.

Influences of sexual harassment

It has been suggested that sexual harassment is prevalent in hospitality because of the social influences and characteristics that are associated with its industry. The influences specific to this industry are the customer's power, customer intoxication, the hospitality working environment, and the employee characteristics and behaviours.

Customer's power

Sexual harassment often occurs because of the power inequalities between men and women established through the hierarchy of an organisation. Hence, women are so often fall victims of sexual harassment. This can be seen in Asian countries where males are considered more valuable than women, thus this power contribute to the problem of sexual harassment (Noonin, 2017). Power is the ability or capacity to do something or act in a particular way. As the hospitality industry is a type of industry that focuses on the provision of service, it is impossible for the employee to avoid the direct interaction with customers.

An employee can be particularly vulnerable in an industry where his or her role is to serve and satisfy the customer which success is rewarded monetarily. The power and status differential created between the customer and employee impacted by the financial power where the customers are paying for service and may therefore believe they have the right to treat employees as inferior. This shows that financial power enables a man to have power to sexually harass a woman, advocated by the employee's role, status and worth.

Power and status differentials also may appear because of its organisational culture. It is believed that people treat female employees as sex objects rather than workers where sexual harassment may be perceived to be part of the job role, and a consequence of being a woman. Based on conceptual article on the influence of sexual hospitality on the contemporary industry made by Wijesinghe (2017), he also draws on women's gender role, by linking the historical provision of sexual favours in a domestic setting to contemporary expectations of women's sexuality. Thus, the traditional role of women in subordinate positions in society creates a power and status distinction between female employees and their customer.

Customer intoxication

A study by Kneller and Wilcock (2016) proposed 'alcohol myopia' as an explanation of the aggression and harassment that occurs when someone is intoxicated. It identifies an intoxicated person who becomes more focused on signals from sexually attractive women and interprets those signals as an invitation. The customer may be misunderstanding by the social mood especially when alcohol is involved which may see as an invitation of some form of social acquaintance. Besides, other misbehaving acts from intoxicated people also include the use of unpleasant language, disparagement of frontline employees in front of other people, and unwanted sexual comments towards the employee.

Some studies believe that some perpetrators are more likely to commit sexual assault when they are under the influence of alcohol or another substance (Rutgers, The State University of New Jersey, 2019). When alcohol is involved, abusers may not register the extent of their behaviours and may verbally or physically abuse staff without realising the magnitude of their outburst. This problem concern the young employees who may feel confident enough to defend themselves, but do not have the physical capability in situations with overly aggressive customers. The person who commits a violent act is responsible but the alcohol and other drugs reduce inhibitions and cloud judgement.

Hospitality working environment

In hospitality industry, especially in hotel business, the working environment is different as most of the employee has to work in an isolated context. According to Campbell (2018), many workers especially housekeepers, report higher than average rates of sexual harassment and assault. This is because isolation leaves women vulnerable to abusers who may feel encourage due to lack of witnesses (Feldblum & Lipnic, 2016). Those standards of behaviour can slip when people feel that there is no need to be professional and can treat hotels employees in ways they would not dream of doing so in other environment.

As an example, Topping (2018) believes that 54% out of 2.4 million people working in the hospitality industry in the UK are women. This makes an extremely unbalanced ratio of males to females' staff in an establishment. The risk of harassment increases where there is a lack of diversity in the workplace. Besides the internal atmosphere, sexual harassment also occurs because of the uniform that is a requirement for a staff member as part of the company's image. Some managers believe customer's experiences are enhanced if they are served by frontline staffs which are attractive with visible sex appeal.

Employees' characteristic and behaviour

Hospitality employees are usually sociable, energetic and outgoing. Some managers endeavour to employ people with the right attitudes who are positive, friendly and playful, and those who can tolerate in any complaints, harassment, and friendly banter that may arise. Although some employees may deny it, the hospitality industry can promote the use of sexuality of please their customers and sell their products. Many hospitality businesses, especially hotel business, place the burden on staff to distinguish between their own level of acceptable behaviour and sexual harassment they may encounter, whereas others preserve an informal working culture where these behaviours are often tolerated.

Besides, most of the employees comprised of young people who may be less aware of laws and workplace norms (Dias, 2017). In hotel industry, the frontline is normally women that have little formal education at tertiary level, making them vulnerable in the labour market. Thus, it is common for them to meet demanding and sometimes difficult customers with a smile and manages their feelings to create a positive and satisfying environment. Those kind of personalities are therefore likely to attract sexual attention, which, in order to maintain a professional facade is not always repelled. When sexual attention from customer is rewarded with a smile, or passively tolerated, the behaviour is reinforced and may be repeated with other employees.

Problematic outcome of sexual harassment

Customers that are threatening and rude always have negative effects on employees, generating anger and depression. These factors can cause employees to feel degraded, humiliated and worthless, which may lead to more severe problems such as anxiety and emotional exhaustion. However, the impact on an individual can be severe or less severe depending on a number of factors, which are the victim's gender, age, type of sexual harassment and other characteristics. It can affect them physically, psychologically and financially where victims may lose income in connection with sickness absenteeism (Aksonnit, 2014).

Sexual harassment also will reduce job satisfaction, affect both physical and mental health, and generally has a destructive effect on victims (Waudhy, 2017). It has affected the organisational performance due to legal costs, employee absenteeism, staff turnover, and lack of production. As a result, the firm may lose money, good employees, customers, image, or the health of its business. Sexual harassment will also affect both the victim and the witness as it produces a fear climate and can cause a tarnished image, as well as create a bad reputation for the company.

Possible solution in reducing occurrence of sexual harassment

The literature on influences of sexual harassment has shown that there are several characteristics that begin the occurrence of sexual harassment in the hotel business. Thus, hotels need to focus on protecting their employees, providing them with both training and resources on what to do if they are confronted with harassing conduct, and taking applicable action to ensure that such conduct does not recur.

First step in reducing the occurrence of sexual harassment is that hotels should take a tough explore at their policies. The hotel should revise that policy to ban all conduct regardless of whether it is sufficiently severe or pervasive to represent unlawful harassment (Hoffman, Foley, & Lardner, 2018). The policy also could tell employees ways to report harassment from the hotel guests and what should they do. Moreover, the policy must explain to employees what are the implications will be to their employment if they either engage in conduct themselves that violates the policy or they aware of such conduct and do nothing.

Secondly, hotels should provide meaningful training to their management or supervisory staff. This training must include what conduct constitutes harassment beneath their policy and the way to deal with employees or customers that violate the policy. Management should also be powerfully chastened that failure to deal with reports of such conduct can result in disciplinary action for themselves, up to and together with termination.

Next, hotels also should train their hourly workers on the harassment policy, and remind them on what they learned throughout on boarding concerning however and wherever to report conduct that potentially violates the policy. This training must emphasize that the hotel will take appropriate action against employees or customers who violate that policy. The employees also need to be reminded that the hotel will not retaliate against associate employee for making such a report and will conduct a confidential investigation into all complaints.

Indicators

This research measure several variables such as sex and gender, race and national origin, life course characteristic, education, and income. The sex and gender indicator is measured to know who tend to experience sexual harassment. Next, the diversity of race and ethnic has become the indicator of this research. Some studies show that women of colour are more likely targets or experience more fatal forms of harassment (McLaughlin, 2012). Life course characteristic which include marital status and age also one of the indicator in this research that shows single and young person are more likely to be harassed. Besides, level of education and income is measured.

Summary

To conclude, the hotel staff can be particularly vulnerable to both guests and co-workers or supervisor. Sexual harassment is represented by unwelcome sexual advances, requests for sexual favours, and other verbal or physical conduct of sexual nature. This conduct will certainly or uncertainly affects an individual’s employment, unreasonably interferes with an individual’s work performance, or creates an intimidating, hostile, or offensive work environment. In order to eliminate this problem, it is best for all hotel business to prevent it from happening by enforcing the policy to all employees and customers.

Sexual harassment is not a problem that happening in one place but instead, it is worldwide. Hence, students may be exposed to sexual harassment situations regardless in the family, school, and workplace. Although sexual harassment is a part of human resource management, the students from tourism and hospitality still received limited education and training where they only learned from classes like human resource management, training system, and organizational leadership. Therefore, they will only have less knowledge about harassment and might become a victim someday because they do not know what to do to when they are in that situation. This is why it is so important for students to understand what sexual harassment looks like.

METHOD

This chapter will explain the methodology used, beginning with an explanation of what a quantitative research approach method is and why this type of design was selected for this study. Next, this chapter will also clarify other methods used in order to conduct the research. Finally, data analysis method is presented.

Research design

This research will employ a quantitative research methodology because this method will give accurate information by using statistical analysis and numerical data that can be measure where it is more objective and result orientation.

Sampling methods

This research used the purposive sampling method by the selection of 100 hospitality and tourism students who has been experiencing, seeing, or hearing about sexual harassment in hotel industry from the School of Tourism, Hospitality, and Event Management in Universiti Utara Malaysia. Thus, the sample will be taken regardless of race, religion, and age.

Data collection

In order to test the objectives of this study, a questionnaire is design to determine the outcome of this study. A self-administrated questionnaire will be use to collect data from respondents. The questionnaire will be distributed to 100 respondents and participation is totally on a voluntary basis. The questionnaire will be divided into four major parts.

a. To include general information such as gender, age, race, and year in college (multiple choice questions).
b. The second part will test participants' understanding of sexual harassment and their awareness about sexual harassment in hospitality industry,
c. The third part basically examined students' opinions as to whether they think they have sufficient knowledge of this issue and if additional training or education on campus will be beneficial to their current and future career.
d. In the fourth part, participants will be asking about to what extent they are willing to work in hospitality industry despite the issue.

Beside the questionnaire, this research also used secondary data which has previously been collected by someone. The references methods were used to obtain specific information on the topic and objectives of this study.

Data analysis

Through the methods above, the information and data obtained will be analyzed descriptively. Quantitative analysis was performed on the data obtained from the questionnaire. In the questionnaire, the Guttman and 4 point Likert scale were used to analyse the data. The Guttman scale is used to obtain clear information from respondents about their knowledge on sexual harassment, while Likert scale is used to measure the attitudes, opinions, and perception of students about sexual harassment. Points given for Likert are as follows:

Table 1. Likert's Scale

Strongly Agree	Agree	Disagree	Strongly Disagree
1	2	3	4

The information received will be entered and analyze through the Statistical Program for the Social Science (SPSS) that will provide a clear picture of the data from the survey. Frequency counts, percentage distributions, and correlation will be use to the objectives.

Validity and reliability of the research

Issues of ethics, validity, and reliability are important because they provide the basis for assessing the objectivity and credibility of the research. Thus, in order to increase the reliability and validity of this study, a pilot test is conducted to four tourism students to check their understandability and clarify of the survey items. In addition, the instrument has been tested extensively by several researchers where validity and reliability have been proven.

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ACCEPTATION OF MERCHANTS IN THE USE OF QUICK RESPONSE (QR) PAYMENT IN THE TRADITIONAL ICONIC TOURISM MARKET IN SURAKARTA

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ABSTRACT

The tourism industry is currently developing very rapidly. One type of tourist attraction that is in demand by tourists is shopping in the tourist shopping area. In Indonesia, there are many tourist attractions that offer shopping attractions, one of which is the city of Surakarta. In Surakarta there is a traditional market that has become as a shopping destination and has also become as a tourist icon in the city of Surakarta. The market is Klewer Market that offers various types of fabrics and clothing at varying prices. The location of this market is very strategic because it is located in the vicinity of the Sultan's Palace which has also become as a cultural tourism area in Surakarta. Therefore, Klewer Market not only has a nuance of shopping tourism icon but also has a strong historical and cultural value. In doing tours, tourists usually do not bring a lot of cash. However, many cashless payment facilities have emerged. One of the facilities offered is QR (Quick Response) Payment. This payment instrument is very practical because consumers only need to scan the barcode of each provider that available in the merchant. The use of QR Payment will help tourist mobility and also facilitate merchants in serving consumers and managing financial transactions. However, there are some merchants that still enjoy doing transaction by cash and reluctant to use QR Payment because of some reasons. This study aims to determine the factors that influence the acceptance of traditional merchant on the use of the QR Payment application in the traditional market of shopping tourism icons in Surakarta. The location and research sample were taken by purposive method, those are merchant who sell at Klewer Market. Meanwhile, to do the analysis, this research uses the Analytical Hierarchy Process (AHP) model. The results showed that the weight of the factors affecting the use of QR Payment by merchants in the traditional iconic tourism market in Surakarta, respectively were turnover, age, and influence of others.

Keywords: *shopping tourism; traditional market; AHP; QR payment; Surakarta*

INTRODUCTION

Background

In 2018, the World Travel and Tourism Council (WTTC) placed Indonesia in the 9th position as the country with the fastest growth of foreign tourists in the world (Puspitasari, 2019).The Indonesian Ministry of Tourism (2019) said that in 2019 there had been an increase in foreign tourist visits compared to 2018. The number of visits in January 2019 was 1,212,562 visits or there was an increase of 10.17% compared with January 2018 (1,100,677 visits). Whereas for visits in June 2019 amounting to 1,256,325 also experienced an increase of 1.11% when compared to visits in June 2018 of 1,242,588. This condition can be seen in Figure 1.

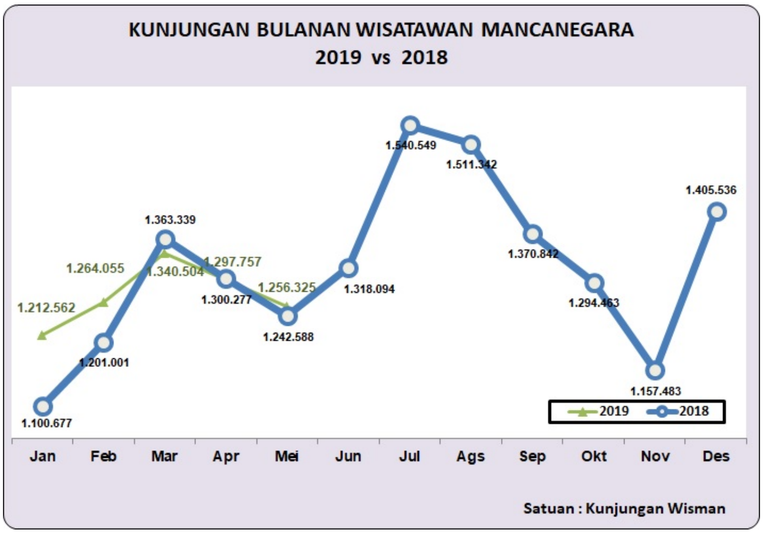

Figure 1. Monthly visits of foreign tourists to Indonesia in 2018-2019
Source: Indonesian Ministry of Tourism, 2019

Central Bank of Indonesia (BI) states that tourism is the most effective sector to boost Indonesia's foreign exchange. One reason is because the resources needed to develop tourism are sufficient. Bank Indonesia (BI) with the government has a target to collect foreign exchange of 20 billion US dollars or equivalent to Rp 2.8 trillion (1 USD = Rp14,000). The target is 3 billion US dollars higher than foreign exchange earnings from tourism in the previous year of 17 billion US dollars or Rp 2.3 trillion (Gewati, 2019).

In 2016 the average expenditure of foreign tourists per person per visit in Indonesia reached US $ 1,201.04. According to the Indonesian Central Statistics Agency (2018), 7.43% of the expenditure is used for shopping and buying souvenirs. According to data from the Central Statistics Agency and the Ministry of Tourism (2017), the number of Indonesian tourist arrivals in 2016 amounted to 264 million people, an increase of 3.13% from 2015 of 256 million people. The average cost incurred by domestic tourists to shop and buy souvenirs in 2017 is around 199.84 thousand rupiah, or around 21.35 percent of the total average expenditure.

Shopping tourism is included in cultural tourism which is the strongest reason for 60% of foreign tourists to come to the country. Cultural tourism consists of shopping and culinary tourism by 45%, cultural and historical tourism by 20%, and urban / rural tourism by 35%. For shopping tours, most of the spending is done for culinary products, fashion and craft / souvenirs (Effendi, 2016).

In April 2016 the government launched the "Spirit Joglosemar" program, which has a focus on developing tourism potential in the Yogyakarta, Surakarta and Semarang regions. The development of tourism in the Joglosemar region must notice to three things, those are attractions, accessibility and amenities or tourism support facilities (Kompas, 2016). Data from the Central Java Culture and Tourism Office (2018: 3) shows that the number of tourists both foreign and domestic tourists visiting Central Java tends to increase from year to year. In 2017, the total number of tourists visiting Central Java Province was 40,899,577 people, an increase of 50.47% compared to 2013 which was only 29,818,752 people (Central Java Culture and Tourism Office, 2018).

According to data from the Central Java Statistics Bureau (2015), the cities of Semarang and Surakarta have the biggest contribution to tourist visits to the province of

Central Java based on the number of guests staying. In 2014, the number of tourists staying in Surakarta was 1,064,387, or 15.39% higher than the total guests staying in Central Java in 2013.

One of the favorite tourist shopping locations in Central Java is Surakarta Klewer Market. This market is adjacent to the Keraton Kasunanan Surakarta. Klewer Market has become as a shopping center of various types of fabrics that are very complete, such as kebaya clothes, plain cloths, formal clothing, batik clothing, and also children's clothing. Klewer Market is located on Jalan DR. Rajiman, Surakarta, Central Java, Indonesia (Anonim, 2012). Klewer Market provides a substantial income contribution for the City of Solo. Transactions that occur in this market around 7 billion per day, now has exceeded about 12 billion per day. Klewer Market is the biggest clothing trading center, especially clothes and batik in Central Java (Anonim, 2014).

In the current era of globalization and technological advancements, people need convenience and practicality in all matters, including in the process of financial transactions / payment systems. One of the non-cash transaction facilities that is currently becoming a trend is QR Payment. The growth of mobile payment services in Indonesia began in 2007 by Telkomsel, which released the T-Cash service, then Indosat, and XL Axiata. In 2012 the banking industry and application developers began to enter it so that mobile payment services began to vary (Eka, 2018). Figure 2 shows us the growth of mobile payment services in Indonesia in 2007-2018.

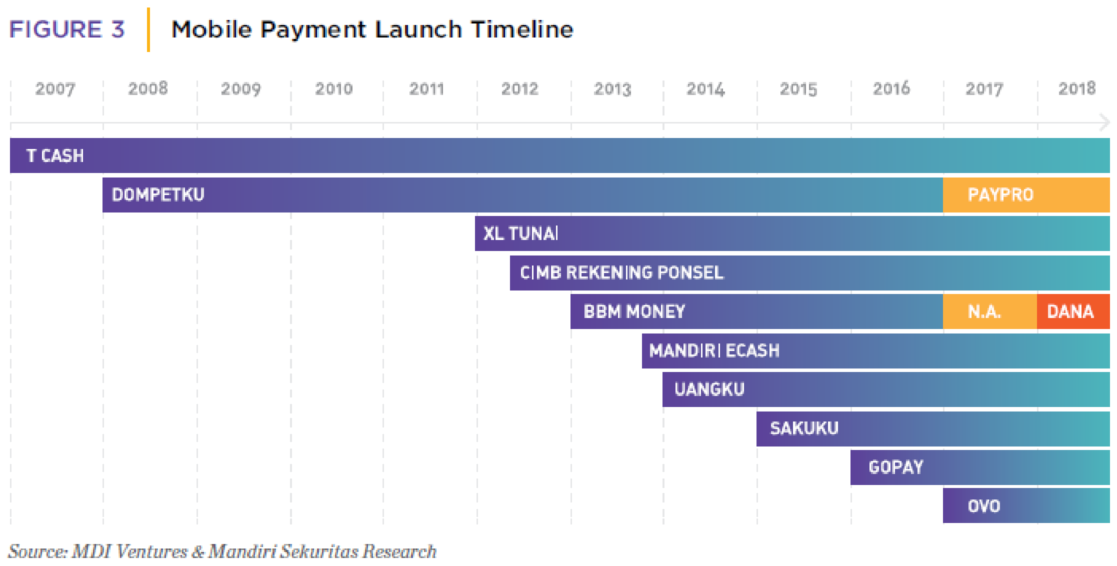

Figure 2. The Growth of Mobile Payment Services in Indonesia in 2007-2018
Source: MDI Ventures & Mandiri Sekuritas Researh in Eka (2018)

The two services with the highest users (around 10 million users) are GO-PAY and TCash, two services with the earliest and final birth years. Other services that are starting to gain significant user growth are PayPro and OVO. These players have relatively many users because of their wider service coverage (Eka, 2018). Figure 3 shows us the number of mobile payment users in Indonesia in 2017.

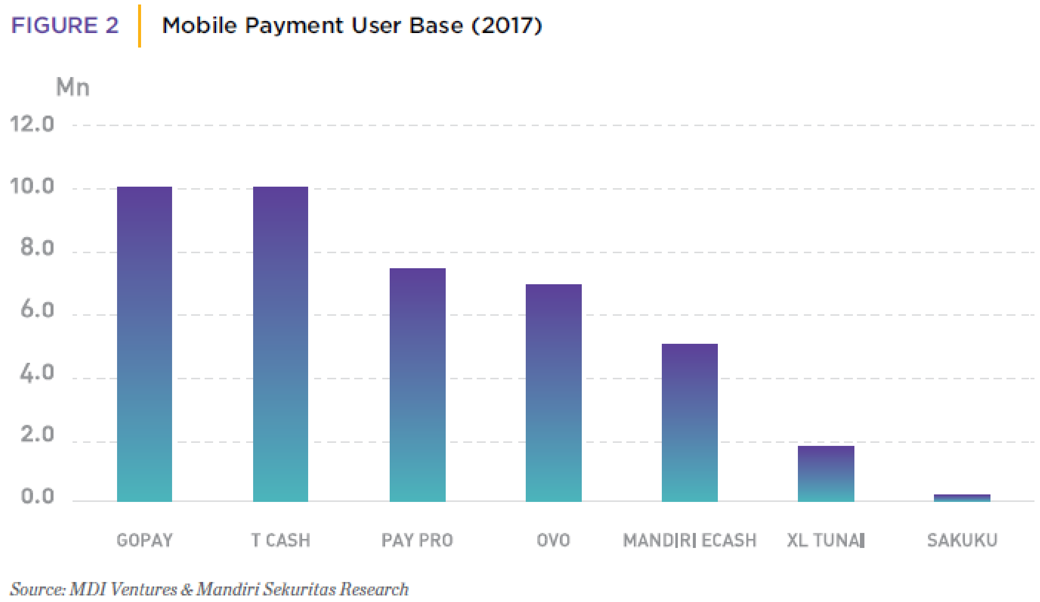

Figure 3. The Number of Mobile Payment Users in Indonesia in 2017
Source: MDI Ventures & Mandiri Sekuritas Researh in Eka (2018)

As part of the solution that the fintech industry is trying to accommodate, the mobile payment service will be one of the influential factors, specifically in the vertical fintech and in general in the financial landscape. It based on a statistic that shows that smartphone growth has exceeded the ownership of bank accounts by the public. Meanwhile, if you look at the conditions in Indonesia, the inclusive financial system can actually be applied as a whole (Eka, 2018). Figure 4 shows us the comparation between smartphone subscription penetration and electronic banking platform in 2012 – 2017.

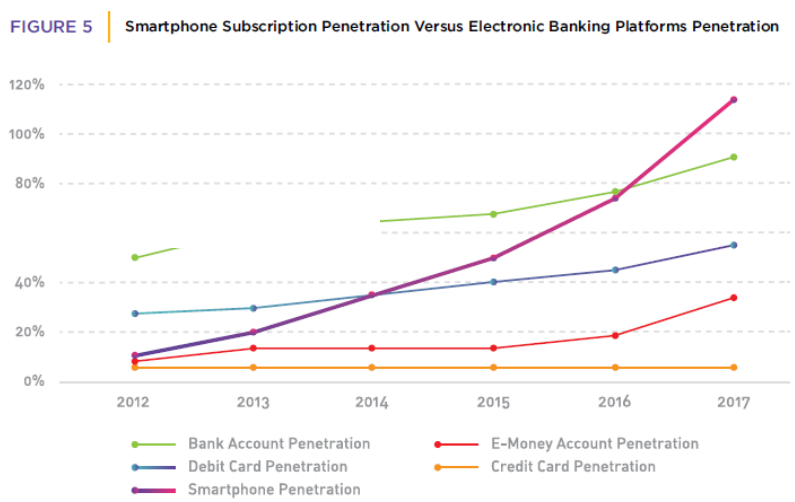

Figure 4. The Comparation between Smartphone Subscription Penetration and Electronic Banking Platform in 2012 - 2017
Source: MDI Ventures & Mandiri Sekuritas Researh in Eka (2018)

The digital wallet named QR Payment, has begun to be widely used by a number of well-known companies, especially by online stores such as Go-Pay, OVO, Sakuku, Dana.id, Tcash, Lazada, and JD.ID. This is because, the use of a digital wallet which is a non-cash payment system using QR (Quick Response) Code technology, is considered very easy to use. The use of QR Payment is more practical than credit cards, debit cards or other non-cash payment cards. This digital wallet payment method does not need to use an EDC (Electronic Data Capture) machine or card swiping device. Users only need to scan the barcode on the smart phone application to make payment transactions. It must be recognized that currently QR Code Payment is a payment method that is easy, simple, and fast. Buyers just simply scan the code using a smartphone, then the transaction or payment is successful. In the future, the use of digital payment methods will be increasingly widespread. The use of this payment method has even received official permission from Central Bank of Indonesia. Although QR Payment has become as a trend of contemporary payment methods, not all merchants accept these digital wallets as payment methods. However sooner or later the payment method will definitely become as the commonly used transaction method. Promos offered by managers of QR payment services will provide a special attraction for users (Anonim, 2019).

Klewer Market was chosen as the pilot project for implementing electronic transactions or e-transactions. The Surakarta City Government in collaboration with one of the state banks created a QR Payment application program in Klewer Market to reduce cash transactions in the Klewer Market. The e-transaction program is a continuation of the e-retribution program that was previously implemented at Klewer Market and a number of other traditional markets in the City of Surakarta. The use of e-transactions can reduce the risk that may occur in cash transactions.E-transactions can also avoid traders from fraud or purchases with counterfeit money. The public and also the government as a service provider, must think ahead by utilizing the development of information technology. QR Payment application is an application that can be operated on mobile phones to facilitate payment by scanning QR codes or barcodes on merchandise. Customer or buyer balance will automatically be deducted after scanning the barcode on the item purchased (Municipality of Surakarta, 2017).

However, as one of the new innovations in the electronic payment system, QR Payment Code is not fully accepted by all traditional traders in Surakarta Klewer Market. There are still traders who have not used the QR Payment system. Based on the observations in the field, several QR Payment providers that are widely used in Surakarta Klewer Market are GoPay, OVO and LinkAja. Based on this background, the authors are interested in compiling research that aims to:

1. Analyzing the factors that influence the perception of traders in traditional markets shopping tourism icons in Surakarta on the use of Quick Respone (QR) Payment.
2. Develop a QR Payment implementation model in traditional market shopping tourism icons in Surakarta based on perceived usefulness.

LITERATURE REVIEW

From the results of previous studies, the author does not find much research themes that discuss about the use of QR Payment. The author also did not find any research that specifically discusses the use of QR Payment in traditional market shopping tourism icons. However, the author can find several studies that generally discuss shopping tourism and also the acceptance of a group of people in using information technology.

Hurst and Niehm (2012: 194) conducted research on shopping tourism in traditional markets in Iowa USA. This study aims to find out what factors influence visitor interest, to determine the level of visitor satisfaction with the services of local traders, and also to find out what strategies are carried out by traders in order to provide good service. According to Timothy (2004: 42), shopping tourism is a contemporary form of tourism activity that arises from the aspirations of individual tourists who do shopping transactions outside their area of residence. Tourists consider that shopping activities carried out is one of the reasons for tourism activities. Improved transportation services and technological advancements will make it easier for someone to travel, including shopping during tourism activities.

The current modern environmental conditions marked by innovations in technology, communication and transportation have further accelerated the process of globalization and internationalization. This will affect changes in tourist behavior that must be anticipated by the tourism industry. Adoption of technology is also influenced by specific factors of the technology itself, including the perception of usefulness. Jeong and Yoon (2013) convey that perceived usefulness significantly influences and serves as the main consideration for using or not using mobile banking. Echchabi (2011: 1-13) also concludes that perceived usefulness greatly influences the rate of technology adoption.

Previous studies have shown that different demographic factors will influence the use of e-banking services. Filotto et.al. (1997: 13-21) found that younger consumers were easier to use ATMs compared to older consumers. Mishra and Singh (2015) also said that age is the highest weighting factor for consumers in determining e-banking service choices in India. Besides age, there are other variables that also affect the willingness to use information technology. Kolodinsky et.al. (2004: 238-259) argue that to know the level of adoption of a person to technology is not only enough for factors related to technology such as practicality (simplicity), compatibility and risk but also factors related to demographic conditions such as income. In a study conducted by Irdana (2019), the income variable was changed to turnover. Variable turnover was felt to be more suitable for the object of research (business actor).

In his research, Amin (2013) said that the influence factor of other people significantly affected the intention to use Islamic Credit Cards. Rondovic et.al. (2016: 100-109) conducted a study of factors influencing the use of Internet Banking services in Montenegro. In this study Rondovic et.al. (2016: 100-109) uses factors found in the concepts of Theory Acceptance Model (TAM) and Theory of Planned Behavior (TPB), where the influence of others can influence decisions in adopting technology.

To find out the factors that influence the process of acceptance of technology, several researchers have conducted various studies. Research on user acceptance of technology, especially financial transaction technologies such as SMS Banking, Mobile Banking, Internet Banking and Phone Banking has been widely carried out. The research was conducted using various methods, one of them is the AHP (Analytical Hierarchy Process) method. By using this model, the researcher can identify, evaluate, and determine the weight of each factor that influences traditional market traders to utilize technology.

Rahman et.al. (2012: 201-230) conducted a study to find out the critical factors that can influence customer experience in using banking products. Rahman et.al. (2012:

201-230) assume that when consumers use products / services, then that's when consumers will feel new experiences. In an era of increasingly fierce competition, coupled with increasingly diverse products and services, every business actor must be able to ensure that consumers will get a pleasant experience when consuming the products / services offered. According to Bateson (1995) in Rahman et.al. (2012: 202) in the field of business services (hospitality), consumers not only buy services provided by the company but also buy experience. In order to provide perfect results in this study, Rahman et.al. (2012: 201-230) analyze critical factors that can influence consumer experience with different components / dimensions. In addition to know the critical factors that can influence consumer experience, Rahman et.al. (2012: 201-230) also ranks each of these factors based on their weight. Thus to meet the objectives of his research, Rahman et.al. (2012: 201-230) using the AHP (Analytical Hierarchy Process) model. According to Saaty (1980) in Rahman et.al. (2012: 204), AHP is a multi-variable decision making method that can solve complex problems both qualitative and quantitative. AHP will help break down complex problems into several levels so that problem solving will be more practical and easier. Rahman, et, al. (2012: 201-230) chose to use AHP for the following reasons:

a. AHP is able to measure parameters that are subjective and also analyze quantitative and qualitative data simultaneously. AHP is used by Rahman et.al. (2012: 201-230) with consideration that the variable of consumer experience is very subjective.
b. AHP is known as the only multi-variable decision making method that can measure the consistency of decision making.
c. AHP has the ability to analyze variables and sub-variables in large numbers.
d. AHP is able to estimate the critical factor.
e. AHP has the ability to divide complex problems into several variables and sub-variables so that the results obtained will be more systematic.

The Analytical Hierarchy Process (AHP) was first presented by Thomas L. Saaty, a professor from the Katz Graduate School of Business, University of Pittsburgh. According to Saaty (2008: 83), in making decisions many considerations are needed. Some things to consider are factors or variables that are intangible. AHP is a factor/variable measurement theory using pairwise comparisons so that it helps to find out the role weight of each factor/variable against a predetermined goal/problem. The comparison is done to see how dominant/how heavy the weight of one factor/variable is against another factor/variable. With AHP, decision making is carried out with the following steps (Saaty, 2008: 85):

a. Define the problem.
b. Arrange a hierarchical structure that starts with the goal at the top position and then is followed by variables, sub-variables and alternatives.
c. Make a pairwise comparison.
d. Measure the priority weights of each level.

Examples of AHP models presented by Saaty (1990: 14) can be seen in Figure 5.

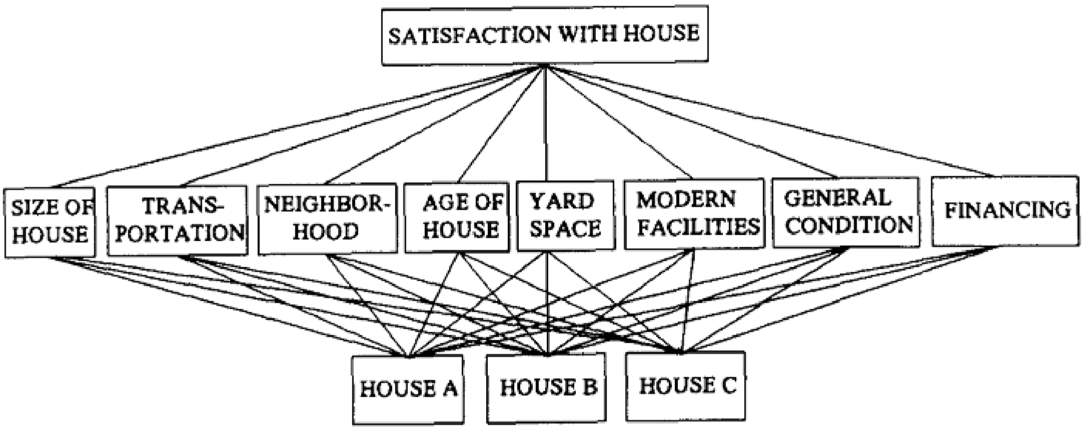

Figure 5. Example of the AHP Model from Saaty
Source: Saaty (1990: 14)

Saaty (1990: 9-26) made an example of an ideal home selection case to be lived based on the perspective of the people who own a house. The goal to be achieved is to get satisfaction with the house lived (level I). Under the goal (level 2) are eight variables that affect satisfaction in home ownership, those are size, transportation access, neighbors, age of the house, yard area, modern facilities, general conditions, and financing. Weighting is done by using the Saaty Scale with details as shown in Table 1.

Table 1. Saaty Scale

Scale value	Description of the scale value
1	Both variables are equally important
3	Variable (A) is *moderately importance* than variable (B)
5	Variable (A) is *strongly importance* than variable (B)
7	Variable (A) is *very strongly importance than variable* (B)
9	Variable (A) is *extremely importance than variable* (B)

Source: Saaty (2008: 86)

Theoretical Framework

To answer the research problem, the authors propose a framework of the QR Payment implementation model in the traditional shopping tourism icon market in Surakarta based on perceived usefulness. The goals of the model framework are adjusted to the research objectives, that is the use of QR Payment by traditional market merchants in the Surakarta Region. The proposed research framework is shown in Figure 6.

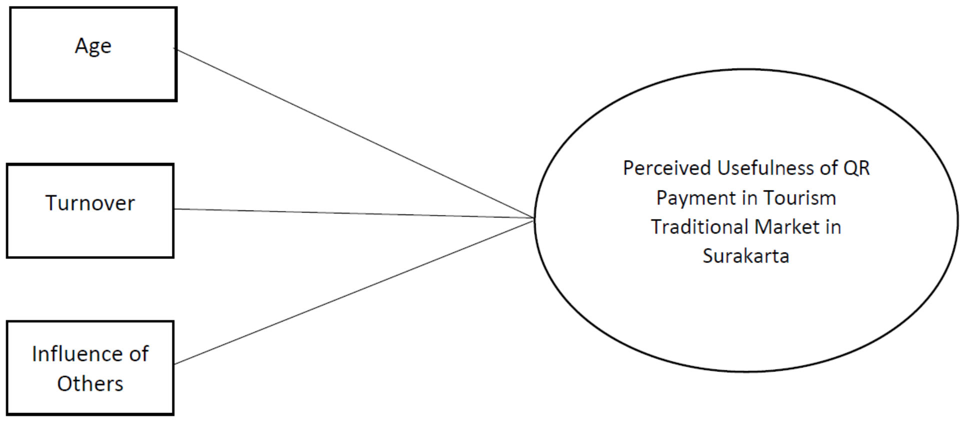

Figure 6. Research Framework

The research framework will assist researchers in measuring the weights of each variable, those are the variables of age, turnover, and the influence of others on the perception of the usefulness of QR Payment by traditional market merchants in shopping tourism icons in Surakarta.

METHOD

Site selection is done by using a purposive method that is the Surakarta city area. The selected traditional market is a market that has become as an icon of shopping tourism in the city of Surakarta, that is Klewer Market. The sampling technique used in this study was purposive sampling. In this study, respondents selected as samples are people who are considered to understand and mastering the problem (expert) and can represent variables that have been formulated in the theoretical basis. The selected respondents came from various elements considered to be related to the research theme, those are the Chairman of the Market Association, Senior Traders, and staff of the Surakarta trade office.

From the results of the initial discussions and interviews with related parties, the number of respondents deemed worthy (expert) to fill in the questionnaire was 20 people. In this study the questionnaire was used as a research tool. The questionnaire was used to determine the variable weights and to the perception of the usefulness of QR Payment by merchants in traditional markets shopping tourism icons in the Surakarta region. The questionnaire will be used to see the tendency of respondents to compare the weights of the two variables used. The questionnaire used can be arranged in the format according to Figure 7.

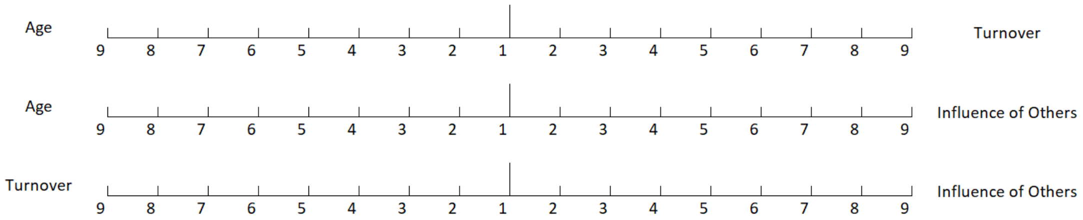

Figure 7. The Design of the Questionnaire

By using the format as illustrated in Figure 7, the respondent will only choose the tendency of variable weights according to each perception. A description of the Saaty Scale for measuring the weighting of each variable in this study can be seen in Table 1. The variables used in this study are age, turnover, and influence of others. These three variables are considered to have weight / influence on the perception of the usefulness of QR Payment.

In this study, the data analysis method that will be used is AHP (Analytical Hierarchy Process). The steps of the AHP analysis are as follows (Hamali, 2015):

1. Arrange the model hierarchically. The model framework consists of two things, those are the focus of the problem/goal and variables. This step has been taken in developing the model framework in Figure 6. The framework of the model has been divided into two components, those are:
   a. Focus of the problem, that is the perception of the usefulness of QR Payment by the traditional market merchants in shopping tourism icons in Surakarta.
   b. Variabel, which consists of age, turnover, and influence of others.
2. Recapitulate the completed questionnaire. Researchers must always be consistent when entering numbers from questionnaires. The filling criteria are to enter the numbers on the right side of the questionnaire and fill in the fractional numbers for the other side. For example, when researchers use round numbers 9,8,7,6,5,4,3,2 on the left side, then the numbers on the right side change to 1/9, 1/8, 1/7, 1/6, 1 / 5, ¼, 1/3, ½.
3. After weighting is done, the next step is to calculate the average of each variable according to the number of respondents. The average value is calculated using the Geometric Mean.
4. Make a pairwise comparison matrix. Pairwise comparison matrices are made by comparing each of the variables tested in relation to the perception of the usefulness of QR Payment by the traditional market traders in shopping tourism icons in Surakarta. The number entered is the Geometric Mean number of each variable. The weighting ratio for the same variable is given number 1. The matrix table will be arranged as presented in Table 2.

Table 2. Pairwise Comparison Matrix

Usefulness of QR Payment	Age	Turnover	Influence of Others
Age	1		
Turnover		1	
Influence of Others			1

5. Synthesize comparison. Synthesis aims to obtain priority from all decision alternatives after all data in the comparison matrix is done. Synthesis is carried out as follows:
   a. normalization of the comparison matrix obtained by dividing each entry by the number of columns in the corresponding entry. The number of each column will be 1.
   b. Then the value of each entry in the same row is averaged. The average value of the row indicates the value of the weight vector or the relative priority of the alternative

row to the other alternatives. The sum of the weight vectors of all variables will be equal to 1.

6. Measuring consistency.
   a. From the normalized matrix, the relative priority value is multiplied by each entry in the corresponding column in the comparison matrix. The multiplication results in the row are then added together.
   b. In the column number of rows, each entry is divided by an entry that matches with the priority vector, the result is a consistency vector. The average of the consistency vector is the lambda value (λ)
   c. Calculate consistency index (CI)

$$CI = \frac{\lambda - n}{n - 1} \quad (1)$$

Explanation : CI = Consistency Index
λ = Consistency vector average
n = number of alternatives compared

   d. Calculate Consistency Ratio (CR)

$$CR = \frac{CI}{RI} \quad (2)$$

Explanation : CI = Consistency Indeks
RI = Random Index

To simplify the calculation and analysis, the author will use Microsoft Office Excel 2007 software.

RESULT

Data analysis was carried out based on the relationship model in the theoretical framework that had been prepared previously which aims to calculate the weight of each variable against the goal. AHP analysis is processed using the MS Excel 2007 program. Data processing is done to determine the weight contribution of each variable to the goals that have been determined. The variables measured were age, turnover and influence of others. The purpose of the research model that has been prepared is the merchant's perception of the use of QR Payment in the traditional shopping tourism icon market in Surakarta. Data processing is done by using the following steps:

a. The tabulation of this weight measurement can be seen in Table 3. The criteria included are geometric mean numbers of 20 questionnaires.

Table 3. Tabulation of Weight Measurement

USEFULNESS	Age	Turnover	Influence of Others
Age	1	0,821365585	1,412852177
Turnover	1,21748466	1	1,402579142
Influence of Others	0,70778813	0,712972245	1
SUM	**2,92527279**	**2,53433783**	**3,815431318**

b. Normalization, which divides each element by the sum number of each column. The result can be seen in Table 4.

Table 4. Normalization of Weight Measurement

USEFULNESS	Age	Turnover	Influence of Others
Age	0,341848461	0,32409475	0,370299465
Turnover	0,416195257	0,394580386	0,367606969
Influence of Others	0,241956283	0,281324864	0,262093566

c. Calculates the vector weight, which is by looking for the average value of each criterion row. The results can be seen in Table 5.

Table 5. Vector Weigth

USEFULNESS	Age	Turnover	Influence of Others	Vector Weight
Age	0,341848461	0,32409475	0,370299465	0,345414225
Turnover	0,416195257	0,394580386	0,367606969	0,392794204
Influence of Others	0,241956283	0,281324864	0,262093566	0,261791571
SUM				**1**

d. Consistency test.
The results of the consistency test can be seen in Table 6. Principal Eigen Value (lmax) is calculated by summing the multiplication results between cells in the row number and cell in the weight vector column. The calculation results of Consistency Ratio (CR) which get a number smaller than 0.1 indicates that the data used in this study has been consistent.

Table 6. Consistency Test Results

Age	Turnover	Influence of Others	Eigen-Value(l_{max})
1,010430834	0,995473211	0,998847758	3,004751803
		n	3
		(l_{max})-n	0,004751803
		n-1	2
		CI = ((l_{max})-n) / (n-1)	0,002375902
		RI (tabel Random Index) utk n=3	0,58
		CR = CI / RI	0,004096382
			CR < 0,1
			konsisten

DISCUSSION

As one of the iconic locations for shopping tourism, Surakarta Klewer Market is always crowded with tourists, especially during holidays. Transactions carried out in one day can reach the value of billions of rupiah. Therefore, non-cash payments are needed at this shopping attraction with the following reasons:

a. Make it easy for tourists to spend money
By using QR Payment, tourists can directly transact using a smartphone. This is very suitable for typical tourists who do not always carry large amounts of cash. Smartphone is a technology tool that is almost owned by everyone. By using QR Payment, tourists can still transact with merchants without having to go to an ATM machine, withdraw money, and return to the merchant's kiosk.

b. Transactions can be done quickly

By using QR Payment, tourists only need to tap the smartphone to the barcode that has been provided at the merchant's cashier desk. The process are going quickly. The deposit of the tourist account immediately decreases and moves in real time to the merchant deposit account. By using QR Payment, the transaction time is also faster because tourists do not have to wait merchants to receive money, put money, and provide change.

c. Make it easier for merchants to manage their finances
By using QR Payment, merchants will not be bothered with activities of managing money, sorting money, and depositing money to the banks. All transactions are carried out on-line and all transaction will go directly to the merchant's account in real time.

d. Avoid the risk of loss and crime
By using QR Payment, merchants do not need to worry about the possibility of the risk of crime such as theft and robbery, and safe from the possibility of financial manipulation by their employees.

The results showed a sequence of variables that affect the perception of merchants in traditional markets shopping icon in Surakarta in using QR Payment based on the weight are turnover (0.392), age (0.345), and influence of others (0.261). The analysis results obtained from AHP calculations can be seen in Figure 8.

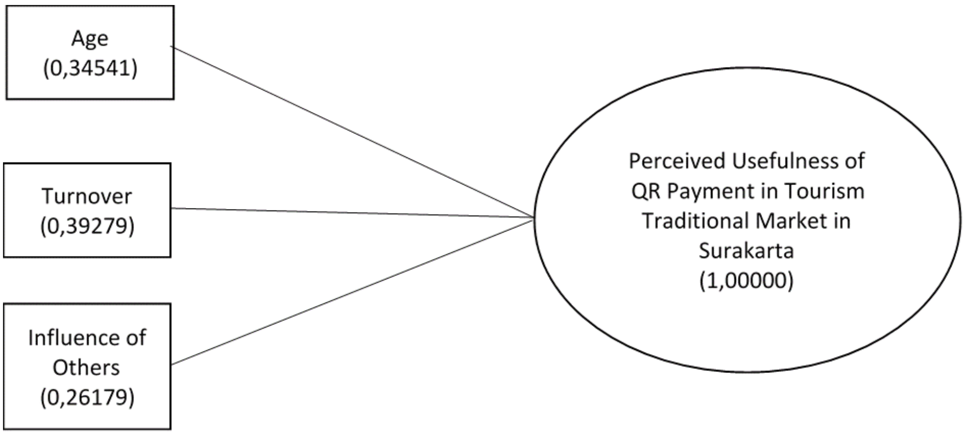

Figure 8. Weighting Result Criteria Using AHP Analysis

An explanation of the effect of each of these variables is as follows:

a. Turnover
In this study, turnover has the highest weighting in measuring the usefulness of QR Payment. This shows that by using QR Payment, merchants in traditional markets have expectation of an increase in the number of transactions. This potency will continue to grow considering that QR Payment users will always increase. With the QR Payment facility, consumers who are familiar with non-cash transactions will be more motivated to shop. This will certainly increase the transaction turnover. From a tourism point of view, QR Payment as one of the non-cash transaction units that will be very relevant to be used at shopping tourism locations. Tourists do not have to carry large amounts of cash. QR Payment will be able to accommodate their shopping needs so there is no potential loss for merchants. Buying decisions can also arise spontaneously from tourists who have no plans to shop. Travelers who do not have plans to shop and do not carry large amounts of cash can then decide to shop because they see merchandise

that is attractive and have the availability of QR Payment facilities at the merchant's kiosk. QR Payment can also increase the opportunity for greater purchases for tourists without having to find the nearest ATM machine.

b. Age

The second highest weight is age. As a technology-based application that has emerged in the modern era, QR Payment is more easily accepted by young users. This happens because they are more familiar with the use of technology that emerged in their generation, such as computers, mobile phones and other technological devices. Therefore, merchants with a young age feel that QR Payment has high benefits because they already feel the benefits of technology that can facilitate their lives. From observations in the field, it appears that some young traders have utilized the QR Payment facility. The wider implementation of QR Payment in Surakarta Klewer Market is still very possible considering that many merchantss in Surakarta Klewer Market are young. Most young merchants who do business in Surakarta Klewer Market inherit business from their parents so that the business can continue to go hand in hand with the technological developments. In terms of the use of QR Payment, young merchants feel that their work will be more efficient because they do not need to organize, tidy up and sort the money. The money from the transaction will also go directly to the bank account online. Young merchants are also familiar with non-cash transactions. Conversely for older age merchants, although some of them also already use transaction technology tools such as EDC machines and QR Payment, but the adoption rate is longer because they need more study time than younger merchants. In addition, among older age merchants, the culture of carrying cash is still closely in their minds because they feel more flexible despite the risks that arise from these habits.

c. Influence of Others.

In applying technology, some merchants will look for references from fellow merchants or respected people. The sense of brotherhood among merchants in Surakarta Klewer Market is very high so that the influence of others, especially fellow merchants and the chairman of the market association can influence their various decisions in conducting business activities. From observations in the field, several parties who have the ability to influence merchants in using QR Payment are the chairman of the market association, respected merchant colleagues, and senior merchants. The chairman of the market community is usually held by a merchant who has been doing business in the market for a long time, has many stalls and has a large turnover. Some QR Payment managers will usually consult with the Chairman of the Market Association and also some senior merchants who have influence in the merchant community. This is done to make it easier to socialize the uses and benefits of QR Payment. Within the traditional merchants' environment, the role and influence of informal leaders is stronger than formal institutions such as QR Payment managers, trade agencies, and banks. In addition, fellow merchants can also be used as role models in using the QR Payment facility. This happened to some merchantss who saw and heard directly the experiences from other fellow merchantss in using QR Payment.

From the analysis results obtained, a QR Payment implementation model in traditional market shopping tourism icon in Surakarta based on the perception of usefulness, can be arranged as follows (Figure 9).

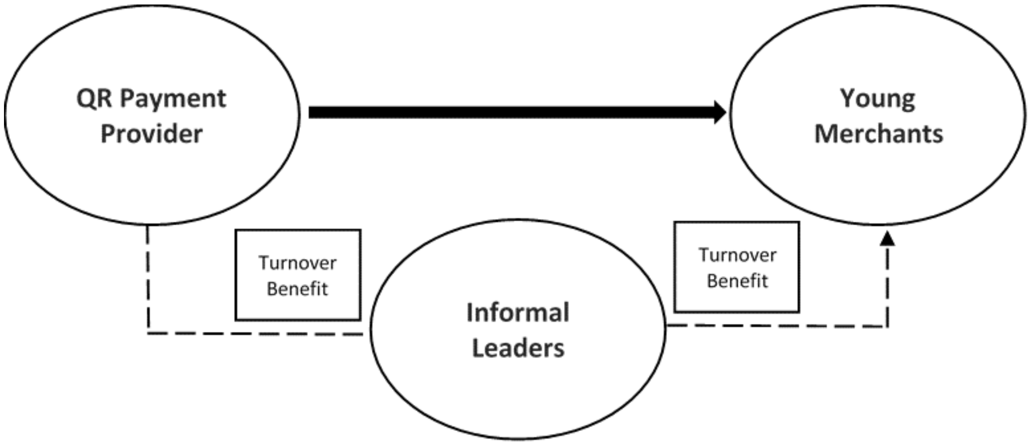

Figure 9. QR Payment Implementation Model in Traditional Market Shopping Tourism Icon in Surakarta Based on the Perception of Usefulness

Figure 9 shows that the implementation of QR Payment in the traditional market of shopping tourism icon in Surakarta, can be done through direct socialization to merchants and through informal leaders, including the chairman of the market association, senior merchants, and fellow mechants who have used QR Payment. This method needs to be done to increase the effectiveness of the socialization of the use of QR Payment. What was highlighted in the socialization was the benefits of QR Payment in increasing the transaction turnover.

CONCLUSION

1. Factors that influencing the perception of merchants in the traditional market of shopping tourism icons in Surakarta on the use of Quick Respone (QR) Payment, based on their weight are turnover, age, and influence of others.
2. The QR Payment implementation model in the traditional market of shopping tourism icon in Surakarta can be done in two ways; conducting direct socialization to merchants, and through informal leaders who have influence among merchants. The main material presented in the socialization is the potential increase in transaction turnover through the use of QR Payment.

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DEVELOPMENT STRATEGY OF BELIMBING ASRI AGROTOURISM POTENTIAL AS THE ALTERNATIVE TOURISM IN TULUNGAGUNG REGENCY

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ABSTRACT
The aim of this paper is to study the proper development strategy to develop the potential of Belimbing Asri *Agrotourism as alternative tourism in Tulungagung Regency. This research was based on descriptive qualitative method and SWOT analysis. The main focus of this study is the internal and external factors that support and obstruct the development of the agrotourism and its potential development strategy. The data was collected by doing observation, interview, documentation, and analysed by SWOT analysis. Based on the analysis of internal and external factors (SWOT), the most proper and fitting potential development strategy is WO strategy, which could be conducted by developing CBT, fixing and increasing the facilities at the locations, improving the quality of both online and offline promotion. According to the result of this research, the obstructions that always held back the agrotourism side to develop its potential were the lacks of optimization from the human resources, marketing, and facilities at the agrotourism site. With the found potential and development strategy, the further step is to minimalize the existing weakness and utilize the owned chances, thus Belimbing Asri Agrotourism would be able to be better in developing its potential and become a popular alternative tourism site. The numerous amount of tourist would increase the original local government revenue and also provide job vacancies. Aside from the economic sides, the other positive impact from the alternative tourism is the conservation of the environment.*

Keywords: *strategy, development, agrotourism, alternative tourism*

INTRODUCTION
Nowadays, tourism is an industry which develops rapidly and it becomes one of industries used by the country to improve regional residence economy. Tourism is one of the sectors which is able to contribute to the state revenue as well as provide the aid for developing national infrastructure (Susyanti, 2013).

In its development, it is not only the government who intervene in the development of infrastructure of certain attraction, but also the involvement of entrepreneur and local communities. It was stated in The Law No.10 year of 2009 on Tourism that tourism is a set of various activities which are supported by various accommodation and services managed and provided by local communities, entrepreneurs, and government. With the presence of local communities involved in the enhancement of tourism sector, they will think creatively in retaining and developing it further in attempts to improving their economy.

Government in Cultural and Tourism Agency stated that the distribution of tourism destination is dispersed in each province in Indoneseia. Every province has its own excellence in its tourist attraction. East Java belongs to a strategic area in the national tourism journey. Sakti (2019) recorded that in recent years, the number of tourists visit has a significant increase. International tourist visit increases of 20 percent and for domestic tourist visit increases of 2 percent. With the surge of tourist visit, it can possibly emerge mass tourism which can cause the environmental damage, nature, culture, or social in the site.

Table 1. International and Domestic Tourists Visits in Kabupaten Tulungagung, 2012-2016

Year	Tourist		Amount
	Domestic	International	
2012	203 155	26	203 181
2013	205 555	28	205 583
2014	222 163	65	222 228
2015	218 251	-	218 251
2016	275 104	-	275 104

Source: BPS Kabupaten Tulungagung

Tulungagung is one of regencies in East Java which its tourism is developed quite rapidly based on the number of tourists. From the table above, it can be seen that the growth on the number of tourists in Tulungagung regency went up in every year, except in 2015 which happened to go down slightly, and drastically icreased in 2016.

According to Dwijendra (2018), alternative tourism is one of different tourism forms which appears due to negative reaction from the development of conventional tourism, and there is an assumption made that tourism requires well-managed environment, also can be used as a mean of natural conservation support. In some other countries, agrotourism is an alternative to replace nature tourism. According Utama (2011) agrotourism is a tourist attraction which raises agricultural business as tourism site, as well as provides the experience to directly interact, add more insight, and have a tour.

One of agrotourisms which is quite abuzz visited by the tourists is located in Tulungagung, East Java. The agrotourism placed in that regency is Belimbing Asri agrotourism in which the address is in Cluwok hamlet, Bono village, Moyoketen, Boyolangu subdistrict, Tulungagung regency. Waras (2019) said that in every week, the visitors who visited Agrowisata Belimbing Asri were around 1000 to 1500 people. In the holiday season it could reach up to 3000 visitors. However, the number of visitor is only going around the estimated number and it can be concluded that there is not any higher increasing number. With the presence of development in Moyoketen Agrotourism, it is able to provide the increase towards regional generated revenue (PAD), create job opportunities, businesses, and preserve natural beauty.

Hence, the strategy to develop Moyoketen Agrotourism is needed to be able to increase the number of tourists' visit, either domestic or international. Therefore, the potential placed in Moyoketen Agrotourism area can be developed maximally, involve local communities more, and create income towards government, investors, while the tourists can obtain the satisfaction by seeing agrotourism potenatial in Moyoketen area.

METHOD

This research applied qualitative approach. Herdiyansyah (2011) said that qualitative research is a research method used for understanding and examining a problem scientifically using in-depth communication between the researchers and the informants. Qualitative research is also a research which generates descriptive data in the form of writings and a series of words from the people observed or studied (Moleong, 2007). The data obtained are from the descpriptive research. Qualitative descriptive research aims to describe and depict natural phenomena or artificial by considering charahcteristics, qualities, and correlations with the aspects met (Sukmadinata, 2011).

Data Resources

According to Zuldafrial (2012) data resources are the subjech in which the data itself are obtained. Thus, if it is seen from the data resources, data collection can be done in two ways, using primary resources and secondary resources.

a. Primary Data

Primary data is a data that is obtained from the primary subject or obtained directly from the respondents (Wardiyanta, 2006). In this research, the data were obtained from the interview with key informant in developing tourism area which covered: agrotourism owner, agrotourism manager, government (Regional Cultural and Tourism Agency), and tourists who visited Belimbing Asri Agrotourism. Aside from the interview, researches obtained the data from the observation which was conducted in agrotourism site.

b. Secondary Data

Secondary data is the data obtained from written information and related to the topic discussed by the researchers. It is usually obtained from journals and former research, books, brochures and articles from the websites which were in accordance with this research (Bungin, 2005).

Research Location and Time

The location that became the object of this research was located in Cluwon helmet, Bono village, Moyokerten, Boyolangu subdistrict, Tulungagung regency. The agrotourism was located in Moyokerten Belimbing Asri Agrotourism. The research was conducted from February 2019 to May 2019.

Research Informants

In this research, purposive sampling technique was used to determine research informants. According to Sugiyono (2006), purposive sampling technique is the way to obtaine the data by considering the informants and adjusting them with the purpose of the research. In this research, there were 6 informants;

1. Mr. Waras as the owner of Belimbing Asri Agrotourism
2. Ibu Sri as the manager and merchant of Belimbing Asri Agrotourism product
3. Government (Head of Tourism Development Sector) who was associated as policymaker, area regulation, and facilitator.
4. Tourists (3) who were visiting Belimbing Asri Agrotourism.

Data Analysis Technique

Strategy formulation was done by collecting all of the data and information that are were related to the subject. After collecting all related information, the next stage was making use of the information from the data and conducting three steps below (Miles et al., 2014):

1. Data Reduction
2. Data Presentation
3. Drawing Conclusion

SWOT Analysis

The analysis method used in identifying development strategy of Belimbing Asri Agrotourism was SWOT Analysis. According to Rangkuti (2005) SWOT analysis is one of the methods to depict the condition and analyze several factors in composing strategy. SWOT analysis is consisted of four factors, namely: (1) *Strengths* is condition and strength factor inside the company, (2) *Weakness* is weakness condition inside the company, (3) *Opportunities* is a condition which can make the company develop and the source comes from outside company, (4) *Threats* is a condition which can threaten the existence of the company which source comes from outside company. The making process of SWOT analysis was by comparing external factor of opportunity and threat to internal factor of strength and weakness (Rangkuti, cited in Kayely et al., 2016).

Table 2. SWOT Matrix

	Strength	**Weakness**
Opportunity	Strength + Opportunity	Weakness + Opportunity
Threat	Strength + Threat	Weakness + Threat

Source: Tabulated data (2019)

1. SO Strategy (*Strengths Opportunities*),
   SO strategy was made based on the existing strength in the research object and combined with the existing opportunity, thus they could maximize internal factor owned by company.
2. ST Strategy (*Strengths Threats*),
   ST strategy was used to minimize the threat by making use of the strength owned by company.
3. WO Strategy (*Weakness Opportunities*),
   WO strategy was used to fix and minimize the weakness owned by making use of the existing opportunity.
4. WT Strategy (*Weakness Threats*),
   WT strategy was used to minimize the presence weakness and avoid the threat, so they will not cause the interference in the future.

RESULT

Potential owned by Belimbing Asri Agrotourism was something unfortunate if that was not properly developed using approoriate strategy. Therefore, the researchers sought from the found SWOT analysis that the potential of Belimbing Asri Agrotourism was found in its strengths and opportunities. However, its wekanesses and threats found were factors which were also applied in forming development strategy of Belimbing Asri Agrotourism by overcoming and minimalizing them. In the observation, the researchers found the potential of Belimbing Asri Agrotourism which were SWOT as follows:

1. Strengths
   a. Having good reputation
   b. Good quality products
   c. Affordable price
   d. Strategic location
   e. Ecofriendly management

2. Weaknesses
   a. Some underconstruction facilities
   b. Lack of public restroom
   c. Lack of appropriate landfill
   d. Narrow site size
   e. Social media account is not well-managed
   f. Limited fund

3. Opportunities
   a. Market potential
   b. Promotion aid from government
   c. Human resources coaching from government
   d. The presence of *pokdarwis* (tourism awareness group)

4. Threats
   a. Lack of synergy from other strafruit farmers
   b. Competitors with the same product in other regions
   c. Pest, disease, and weather

DISCUSSION ON SWOT MATRIX

SWOT matrix is a tool used for arranging the factors applied in figuring out internal and external factors of a company. This matrix generates four possible strategies which can be taken and applied by the owner as well as the manager of agrotourism in developing existence potential.

Table 3. SWOT matrix in Belimbing Asri Agrotourism

	Kekuatan (Strengths-S)	Kelemahan (Weaknesses-W)
	1. Memiliki nama baik 2. Kualitas produk yang bagus 3. Harga yang terjangkau 4. Letak lokasi yang strategis 5. Pengelolaan yang ramah lingkungan	1. Beberapa fasilitas masih dalam tahap pembangunan 2. Kurangnya fasilitas MCK 3. Kurangnya kebersihan Lokasi 4. Kurangnya tempat pembuangan sampah yang layak 5. Luas lokasi yang kecil 6. Akun sosial media yang tidak ter *manage* dengan baik 7. Dana yang terbatas
Peluang (Opportunities-O) 1. Potensi pasar 2. Bantuan promosi dari pemerintah 3. Pembinaan SDM dari pemerintah 4. Terdapat Pokdarwis	**Strategi SO** 1. Mempertahankan hubungan yang baik dengan pelanggan 2. Menjalin hubungan dengan perusahaan yang melakukan ekspor barang, sehingga buah belimbing dapat menuju pasar Internasional	**Strategi WO** 1. Mengembangkan *Community Based Tourism* 2. Membenahi dan menambah fasilitas pada lokasi 3. Meningkatkan kualitas promosi secara *online* 4. Meningkatkan promosi secara *offline*
Ancaman (Threats-T) 1. Adanya petani belimbing lain yang kurang bersinergi 2. Terdapat pesaing dengan produk yang sama di wilayah lain 3. Hama, penyakit dan cuaca	**Strategi ST** 1. Menyelaraskan pendapat yang dimiliki dengan petani yang kurang bersinergi	**Strategi WT** 1. Membuat paket wisata yang menarik

Source: Tabulated data (2019)

SWOT matrix formed in Table 3 generates four strategies by seeing strengths, weaknesses, opportunitites, and threats. The strategies found by the researchers are expexted to be the feedbacks for the owner and the manager in developing potential owned by Belimbing Asri Agrotourism.

Developing Strategies

In the SWOT matrix mapping found by the researchers, based on the presence potential, internal and external factors found, the most appropriate strategy according to the researchers for developing Belimbing Asri Agrotourism is WO strategy. There are several points found in that strategy and expected that Belimbing Asri Agrotourism can apply them which can also develop it further.

1. Develop Community Based Tourism
   In this CBT strategy, the benefit will also be perceived by the local area that is the increase of business opportunity in Moyoketen village, the higher availability of job opportunity thus the local economy will go up and Moyoketen village will be more popular. The benefit obtained by Belimbing Asri Agrotourism if Moyoketen village applies CBT is the broader market obtained by the agrotourism.

With the presence of CBT, starfruit product can be accommodated and sold to other cities/countries with more numbers and the shipping cost can be shared. One of the ways to smooth out CBT development is firstly by applying ST strategy in which is aligning the ideas owned with the farmers who lack of synergy. Such way will unify all farmers in Moyoketen village and bring positive impact in developing tourism of the area.

2. Improve and Add Location's Facilities
   By improving the existed facilities, it will satisfy the tourists while visiting agrotourism location. The first thing to be done is having periodical checking, probably once or three times a month. Afterwards, if there are inappropriate facilities seen and the tourists have no longer attracted to them, it is better to replace them with the new ones. Then, if there are facilities which are frequently used by the visitors, the improvement towards them such as repainting and maintenance should be done.
   Facility addition is used to extend the tourists' length of stay in the site. With the presence of new facility, it will trigger tourists' curiousity and make them to come back to the site. The addition of facility is like:
   - Information regarding to knowledge of starfruit
   - Unique photo spot
   - Addition of Homestay location

3. Improving Online Promotion Quality
   Belimbing Asri Agrotourism also sold starfruits by online, selling them through social media named *Whatsapp*. People who usually want to order will only contact agrotourism management, and if they want the starfruits sto be sent, the management of agrotourism will send them directly.
   Aside from *Whatsapp*, Belimbing Asri Agrotourism also has other social media, such as *Facebook* and *Instagram*, yet the contents uploaded in both social media are still insufficient. There are some steps that can be applied to improve promotion quality, even it is not only through social media but also another online way. Some other things that can be done are:
   - Creating business email or marketing email
   - Adding the location in *Google Maps*
   - Creating attractive content
   - Collaborating with influencer / endorser

4. Improving Offilce Promotion
   In improving offline promotion, it is usually done by spreading word of mouth or WOM. Normally, the tourists who visit the agrotourism have figured it out through word of mouth. Like Mrs.Elis and Mrs.Mia, they were visitors of Belimbng Asri Agrotourism who knew it through word of mouth. However, aside from WOM, there are other things which can be applied Belimbing Asri Agrotourism to improve its promotion, such as:
   - Distributing business card
   - Distributing brochure
   - Taking part of business exhibition
   - Making a promotion
   - Collaborating with agency/tour travel

- Collaborating with local media
- Creating attractive event

With the presence of suggested WO strategy, in the future, Belimbing Asri is expected to apply SO strategy that is keeping up good relation with the custromers. Good relation also enables to form relation, moreoever, the relation in scope of work will be very useful in business development of Belimbing Asri Agrotourism. After having broad relation, it is expected to have relation with a company which runs export of goods, so starfruits can go to international market. With qualified starfruit products and broad market potential, it will not rule out that strafruit products possibly be sold in international market.

CONCLUSION

Based on the research result explained above, the researchers drew conclusion regarding the most appropriate strategy to be applied in developing the potential owned by Belimbing Asri Agrotourism as the alternative tourism in Tulungagung. Previously, the obstacles which always hind the agrotourism management in developing their potential are have not maximized the existence potential, such as human resources, lack of promotion, and lack of facility in agrotourism area.

By making used of the presence opportunity, the researchers drew several strategies to develop their potential. The strategies mentioned were found using tourism development standard as alternative tourism. In the process of developing CBT or Coomunity Based Tourism, participation and collaboration from local communities are extremely needed. It was initially due to lack of synergy between the locals and there was a conflict of different perception among them.

With the potential and development strategy that have been found, the next stage is minimizing the existed weaknesses and making use of the opportunities, thus Belimbing Asri Agrotourism can be much better in developing its potention and becoming alternative tourism that is able to bring in a lot of tourists from many regions. The higher number of tourists who come, aside from enhanching Regional Generated Revenue/PAD, can also increase business opportunity and create jobs. Other than economic matters, there is positive side brought as the alternative tourism such as conserving the environment with the increase of environement conservation function.

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TOURISTS' SATISFACTION AND REVISIT INTENTION TO MEDAN, INDONESIA

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ABSTRACT

The study explores the relationship between tourist's satisfaction and revisits intention to Medan city. The research was conducted with 219 tourists visiting Medan, the third-largest city in Indonesia. Taking as the basis the use of structural equation modelling (SEM), the results substantiate the importance of tourism satisfaction as a determinant of revisit intention. The SEM results indicate that all the satisfaction's attributes: amenities, tourist's attractions, accommodation, accessibility, and ancillary services were formed the tourist's satisfaction while visiting Medan. Although satisfaction had a significant impact on tourist's revisit intention to Medan, it proved that one of the satisfaction attributes that was accommodation had less effect on revisit intention.

Keywords: *tourist' satisfaction; revisit intention; Medan*

INTRODUCTION

Tourism is an important thing to boost regional economic development because it contributes to job vacancies and to increase the growth of related industries (Gutiérrez & Rodríguez-del-Bosque, 2008). Tourism studies (*tourism)* found that satisfaction (*satisfaction)* influences on tourist's future *intention* (Ramseook-Munhurrun et al2015). In the previous literature, satisfaction is one of the most important variables in analyzing tourist behaviour. It can influence destination choices, consumption of products and services (Zhang, 2012). Tourist behaviour is a term that includes decision making in choosing a destination for a visit, evaluation of experiences during a visit or the quality of a trip felt during one's stay, and future behavioural intentions including revisit intention and a willingness to recommend (Chen & Tsai, 2007).

Following the current trends, tourism has also become an important industry in Medan City. The local government has given priority status for future tourism development in Medan. Following the progress of tourism development in other cities such as Bali, Jakarta, Bandung and Surabaya, Medan City tourism has become more important and offers a variety of different service packages. The number of tourist visits to Medan recorded still reaches 200,000 - 250,000 people per year. Head of Medan Tourism Office, Agus Suryono said, the effort to attract tourists to Medan with various interesting activities is ongoing. The only goal, the visit of tourists continue to grow each year. Moreover, the government target of tourist arrivals at Medan up to 1 million people every year (Harja, 2018).

Even though tourism in Medan has a promising future, this tourism industry also still has many problems and challenges. The most actual challenge is the fierce competition from various cities in Indonesia. Tourist visits Medan relatively for the short time and the level of a repeat visit is lowest than the other cities. The possibility that causes this condition might of the irregular and fewer entertainments in the city, and also the limited sightseeing options at tourist destinations. Moreover, the lack of facilities and the other factors might cause the tourists' dissatisfaction. Based on the explanation above, this study aims to know how much influence the tourist destination factors on tourist satisfaction of Medan as a destination.

Tourist Destination Satisfaction

In tourism, satisfaction is often evaluated through the characteristics of its offerings and is also known as an essential element in maintaining long-term relationships with consumers/visitors (Dmitrovic et al., 2009). Tourist satisfaction is the effect of a relationship between tourists' expectations about the destination based on their past impression about it and the evaluation they had made on their involvement with the tourist destination itself (Khuong & Nguyen, 2017). Tourist satisfaction has an important role to plan marketing on tourism products and tourism services on the spot and this must be used as a basic parameter to evaluate the performance of its products and destination services to generate a strong intention to return and to have a desire to pay more and to recommend the destinations to others, while dissatisfaction, on the other hand, will only bring up negative behaviours, such as complaints that can affect the level of revisit intention (Dmitrovic et al., 2009).

The satisfaction experienced by the tourists at a destination is a determination for a revisit and also used as a measurement in evaluating the products and services offered by the destination (Valle et al., 2006). To measure tourists' satisfaction provides as a piece of valuable information for those who take part the investment in tourism, to identify a tourist' needs and interests that lead to increase the productivity and also to create a competitive advantage (Shirazi, 2016).

There were five main attributes known as five A (Truong & Foster, 2006)., which were:

1. *Accessibility*: indicates the physical access to destinations in terms of infrastructures, such as roads, ferries, or a flight connection and the possibility for customers to book a trip to the destination.
2. *Attraction*: to choose a natural and manmade attraction object (built specifically), such as waterfalls, museums, amusement parks, etc.
3. *Accommodation*: refers to the provision of overnight facilities, campsites, inns, hotels, holiday centres, homestays, etc.
4. *Amenities*: describes a physical infrastructure that supports a destination and facilities provided by the destination.
5. *Ancillary services*: related to the provision of catering, entertainment, information and transportation at the destinations (points of interest), etc.

Meanwhile, Khuong and Nguyen (2017) found that *cultural and historical attractions* showed that tourists who have high satisfaction on the experience in cultural attractions will have the intention to revisit (Bintarti & Kurniawan, 2017); *local cuisine* as an extension of the comfort of an ontological home called 'psychological island home'; *perceived price* can be expressed as an actual price paid by a customer as a return for benefitting products or service received; s*afety and security* to protect from unwanted accidents or to guarantee individuals safety and security from risks and hazards around the environment; the *infrastructure* of public facilities that provide essential services and support the achievement of living standards; *natural environment* includes all things that are in nature and are not made or caused by humans; *entertainment and recreation* *activities* such as films, music, etc., which are used to entertain in leisure time; *destination image* as an individual's mental representation of knowledge (trust), feelings and overall perception of a particular destination; *transportation services*; and *shopping opportunity* (Araslı & Baradarani, 2014).

Factors Influence to Tourist Satisfaction

Generally, the satisfaction of a product and its services in a destination will lead to the intention to revisit the destination, and this is also shown in many tourism studies, even if tourists do not intend to return, their satisfaction is still an important factor (Marcussen, 2011). The following factors influence on tourist satisfaction which was: cultural and Historical Attractions can be defined as art, customs, and habits that characterize a particular society or a nation. Satisfaction with experiences are the most influential variable on the revisit intention (Bintarti & Kurniawan, 2017); local cuisine as an extension of the comfort of an ontological home called 'psychological island home' with various types of food become the main destination for tourists to travel and has been seen as a basic need for tourist consumption and an important factor of regional culture; perceived price can be expressed as an actual price paid by a customer for products or service received; safety and security can be understood in order to protect from unwanted accidents or to guarantee individuals safety and security from risks and hazards around the environment (Araslı & Baradarani, 2014); the infrastructure of public facilities, both public and private that provide the essential services and support the achievement of living standards; the natural environment includes all things that are in nature and are not made or caused by human, such as weather, beaches, lakes, mountains, deserts, etc; entertainment and leisure activities were defined as films, music and others which are used to entertain in leisure time (Khuong & Nguyen, 2017); destination image is defined as an individual's mental representation of knowledge (trust), feelings and overall perception of a particular destination (Zhang, 2012); destination image influence the choice of decision making processes and the conditions of behaviour after decision making.

Many factors that influence the perception of tourists about the destination. The results obtained from the tourist satisfaction towards destination are recommendations made by tourists to others that show the results of repeated purchases and also word of mouth. Dimensions of tourist destination satisfaction that affects on revisit intention were lodging which offers tourists for staying over and dining experiences as the main determinant of total goal satisfaction; transportation services offered tourists both to and from each destination and evaluated by tourists as an important factor in satisfaction goals; safe environment is as an influential element for satisfaction; and the last important role for tourist satisfaction is shopping opportunities to bring home certain souvenirs which might be a tourists‘ reminder of a particular place, culture or religion (Araslı & Baradarani, 2014).

Several studies which discussed about tourist satisfaction found that local food and cuisine, shopping and tourist attractions, along with the environment and safety, perception, destination image, perceived price, entertainment and recreational activities, negative attributes and socio-demographic (significantly influence destination satisfaction (Araslı & Baradarani, 2014; Zhang, 2012; Khuong & Nguyen, 2017). Based on the descriptions above, the dimensions that were used to explore the factors that influence tourist destination satisfaction in this study were amenities, attractions, accommodation, accessibility, and ancillary services.

Revisit Intention

Revisit intention reflects on the satisfaction and loyalty regarding a destination that can make the visitor revisit or recommend the destination (Zhang, 2012). A satisfied customer might suggest their friends, relatives or other potential guests to get to know a product/service by acting as word-of-mouth advertising agents (Khuong & Nguyen, 2017). Revisit intention is divided into a short term revisit intention (in one year), medium-term revisit intention (in three years), long term revisit intention (in five years), while a revisit intention to find new things and increasing satisfaction can be done in any time (Zhang, 2012). A revisit intention to a destination is accepted as an important phenomenon at the whole level of economy and for individual appeal, because most of the travel destination relies on repeat visitors (Çetinkaya & Oter, 2016). At most of the tourism markets, a significant proportion of tourists relies on its repeat visitors (Marcussen, 2011). Tourists‘ satisfaction and revisit intention depend to a certain destination are much depended on how well they perceive about this destination image, rather than their wants and needs (Khuong and Ha, 2014). Repeat visitors not only provide a constant source of income and revenue for the tourist destination, increase market share, generate positive word of mouth, but also minimize the costs of destination marketing and operation (Vuuren et al, 2012).

Conceptual Model and Research Hypotheses

The proposed structural equation model of the tourist revisit intention is presented in Figure 1. The model establishes a direct causal-effect relationship of tourist satisfaction on tourist revisit intention. This connection is supported by earlier studies as those carried out by (Zhang, 2012; Khuong and Ha, 2014; Araslı & Baradarani, 2014; and Marcussen, 2011).

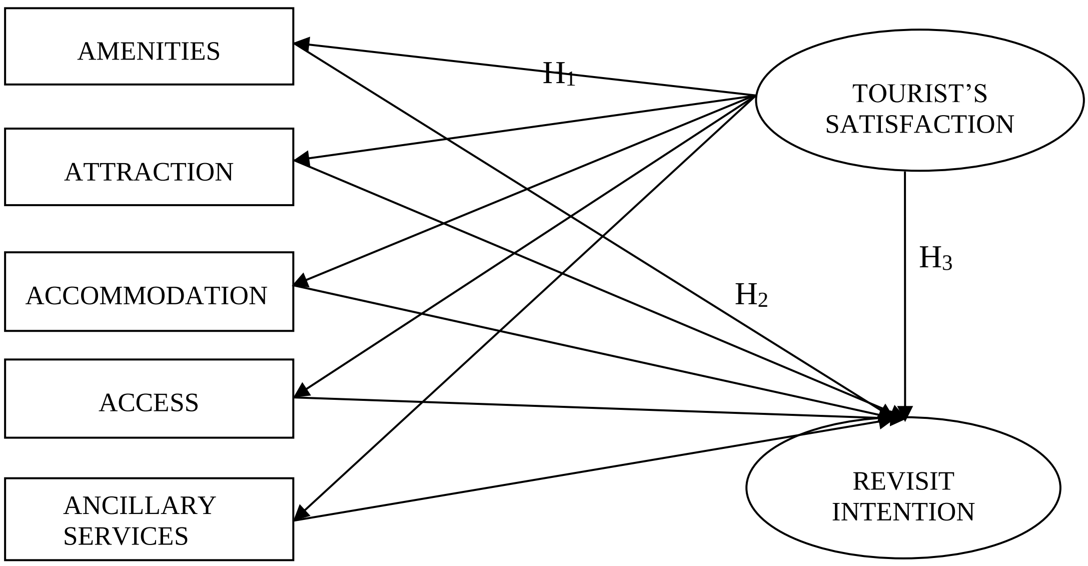

Figure 1. The proposed Hypothetical Model

The model also shows the observed variables used to measure the latent constructs tourist's satisfaction and the tourist's revisit intention. The observed variables were chosen based on previous research. Besides, the application of the structural equation modelling procedure will demonstrate that these variables adequately represent the corresponding constructs. Accordingly to the above considerations, the research hypotheses are formulated:

H_1: Attributes of tourist's satisfaction are adequate measures of tourist's satisfaction
H_2: Each attribute of tourist' satisfaction has a positive effect on tourist's revisit intention
H_3: Tourist's satisfaction has a positive influence on tourist's revisit intention.

METHODS

The study destination was Medan in Indonesia, and the population was local and domestic tourists in Medan. A self-administered questionnaire was developed based on a review of the literature and the experiences of the experts to test the hypotheses. Gathers information on the tourists' profiles was the first section.

Followed by the socio-demographics include four elements, namely gender, age, education level, and frequency of visit. Then gather the information about the satisfaction' factors which are amenities, attractions, accommodation, accessibility, and ancillary services. The last part was the tourist's information about their revisit intention. The questions in the questionnaire used a five-point Likert scale, ranging from 1 "strongly disagree" to 5 "strongly agree". The data were coded and analyzed using SPSS AMOS, performed by Structural Equation Model (SEM) Version 22.0 (Yeung et al. 2004).

Data Collection And Analysis Technique

Data collection techniques used in this research conducted questionnaires through field studies and literature studies. A completed questionnaire collected, selected, processed and analyzed. Data analysis techniques in this research were pathways analysis with AMOS using the multivariate technique *Structural Equation Model* (SEM) to examine the connection of satisfaction factors: amenities, attractions, accommodation, accessibility, and ancillary services as attributes to tourist's satisfaction and dependent variable, tourist revisit intention directly and indirectly way.

The target of this research was local and domestic tourists who visited tourist attractions in Medan. The population was based on the number of tourists visiting those attraction destinations from September to November 2019. The sampling technique used was *convenient sampling.* Means that the survey conducted during a limited time and obtain 219 people as the valid respondents answered the questionnaires.

RESULTS

Analysis of Data revealed that the distribution of the gender of respondents that 23.8 % were males and 76.2 % were females. The largest number of respondents (65.2%) were 16-21 years old, 23.8 % were 22-27 years old and 11 % of respondents were 28 year and above. The results of 219 respondents' recent education indicated that 47 % of them were in high school, 25.6 % have held a diploma, and 27.4 % of respondents were bachelor degree. By analyzing the number of visits as a tourist, it was determined that most respondents had travelled as tourists to different destinations more than four times (89.6%).

Table 1. Socio-demographic profile of the respondents

Socio-Demographic		Frequency	%
Gender	Male	52	23.8%
	Female	167	76.2%
Age	10-15	0	0
	16-21	143	65.2%
	22-27	52	23.8%
	≥28	24	11%
Education Level	Junior High School	0	0%
	High School	103	47%
	Diploma	56	25.6%
	Bachelor Degree	60	27.4%
Number of Visit	One time	5	2.4%
	Two times	8	3.7%
	Three times	9	4.3%
	≥4 times	197	89.6%

The data survey was processed by using the IBM SPSS (Statistical Package for the Social Sciences) statistical software version 22.0 to analyze the data. The validity and reliability test used to ensure the indicators were reliable. Exploratory Factor Analysis (EFA) was used for scale development and to identify underlying constructs, meanwhile, the Cronbach's alpha used to estimate the consistency between items in each factor (reliability). Subsequently, Structural Equation Model (SEM) used to explore the causal relationship among variables be conclude in hypotheses.

For this study, exploratory factor analysis (EFA) was conducted with Kaiser-Meyer-Olkin and Bartlett's test of sphericity and Varimax rotation. the KMO measure of sampling adequacy for groups of satisfaction's attributes was (KMO=0.916) and Bartlett's test of sphericity (X^2 = 4024.347, sig.= 0.000) confirmed the suitability of the data for factorization and dependent variables (KMO=0.876). Also, Bartlett's test of sphericity was significant (X2= 1799.999, Sig.=0.000), indicating the correlation between the variables exist.

The factor loadings of minimum value for a good factor analysis 0.60 is considered acceptable (Tabachnick and Fidell, 2001). Table 2 present the five attributes of satisfaction which were titled 'amenities' (five items, α=0.852), 'attractions' (seven items, α=0.826), 'accommodation' (three items, α=0.853), 'access' (four items, α=0.877), and 'ancillary services' (seven items, α=0.928). This minimum value dropped several items (AM5, AM6, ATT7, ACCO3, ACCE3, and ANS4) and keep the remain items proceed to the next steps.

Since the satisfaction was developed, content validity is thus assumed. with the coefficient Cronbach alpha value above 0.60 is considered acceptable, while the more acceptable value should exceed 0.70 (Pallant (2007). The Cronbach Alpha value for each independent and dependent factors in this study was more than 0.7.

Table 2. Mean scores, Standard Deviation, EFA, and Reliability of Satisfactions' attributes

Constructs		Mean	Std Deviation	Factor Loading	Cronbach α
AM1	The airport in Medan has many local and international flights	3.96	0.939	0.600	0.852
AM2	I can easily find information about attraction in Medan	3.13	1.226	0.692	
AM3	Medan offers free attractions and facilities	3.68	0.946	0.713	
AM4	I can easily find many prayer places in Medan	3.73	0.902	0.745	
AM5	Many hotels in Medan have complete facilities	3.53	0.975	0.546	
AM6	I can find the tourist information centre easily	3.65	0.958	0.590	
AM7	Tourist' places in Medan offer many facilities (ex: toilets and information)	2.74	1.272	0.625	
ATT1	Medan is known as a cultural and historic city	4.02	0.923	0.686	0.826
ATT2	Tourist's attractions in Medan are interesting	3.85	0.994	0.715	
ATT3	I prefer cultural and historical site of Medan	3.43	1.074	0.739	
ATT4	I am seeking a new experience in Medan	3.60	1.037	0.711	
ATT5	Medan has many traditional foods	4.69	0.582	0.741	
ATT6	Medan has many kinds of foods	4.62	0.659	0.835	
ATT7	Medan is called as the culinary city in Indonesia	4.42	0.767	0.585	
ATT8	Many foods in Medan are delicious and rare	4.25	0.832	0.605	
ACCO1	Medan has many kinds of hotels	4.15	0.942	0.634	0.852
ACCO2	Medan offers the affordable price's hotels	3.83	0.950	0.651	
ACCO3	The facilities in hotels complete compared to the price	3.98	1.039	0.537	
ACCO4	Many hotels nearby the tourist' attractions	3.94	0.780	0.739	
ACCE1	Medan is accessible from different cities in Indonesia	3.98	0.826	0.810	0.877
ACCE2	Transportation in Medan is reachable	4.01	0.887	0.860	
ACCE3	I know the schedule of public transportation in Medan	3.93	0.357	0.532	
ACCE4	The transportation cost in Medan is affordable for me	3.96	0.920	0.675	
ACCE5	There are many transportation options from the airport to Medan	3.70	0.851	0.682	
ANS1	Many attraction sites in Medan	3.71	1.026	0.794	0.928
ANS2	I can go to a different site each day in Medan	3.65	1.054	0.740	
ANS3	Medan has unique and attractive tourist' attractions	3.48	1.030	0.819	
ANS4	Many places for hangout with friends in Medan	4.13	0.897	0.456	
ANS5	Travel in Medan is very comfortable	3.55	0.915	0.793	
ANS6	Medan offers high-quality services at affordable price	3.50	0.937	0.707	
ANS7	Medan has many natural attractions	3.46	1.110	0.758	
ANS8	Medan is a safe tourist's destination	3.40	1.001	0.741	
ANS9	Shopping centres became the tourist's destination	3.71	1.038	0.497	

Table 3 described the factors satisfaction (eight items, α=0.936) and revisit intention (four items, α=0.941). All the items were acceptable since each factor loading of the items more than 0.6.

Table 3. Mean scores, Standard Deviation, EFA, and Reliability of Satisfaction and Revisit Intention Factors

Construct		Mean	Std Deviation	Factor Loading	Cronbach α
Tourist's Satisfaction					
TSA1	I satisfied if the tourist's destination is safe	4.40	0.707	0.688	0.936
TSA2	I satisfied if the accommodation offers facilities at a good price	4.38	0.746	0.756	
TSA3	I satisfied if many restaurants nearby destinations offer delicious meals	4.48	0.693	0.740	
TSA4	I satisfied if I can afford the travel cost to Medan	4.41	0.708	0.715	
TSA5	I satisfied if the tourist destination is safe	4.45	0.737	0.794	
TSA6	I will be satisfied if the people of Medan are friendly	4.38	0.730	0.711	
TSA7	I will be satisfied if Medan has many shopping centres	4.30	0.778	0.553	
TSA8	I will be satisfied if Medan offers souvenirs with the reasonable price	4.43	0.744	0.748	
Revisit Intention					
RI1	I want to revisit Medan	43.87	0.956	0.818	0.941
RI2	I will recommend Medan to my friends and relatives	3.93	0.890	0.778	
RI3	Medan is one of my favourite cities	3.78	0.934	0.903	
RI4	Medan is my family's favourite city	3.80	0.921	0.890	

Structural Equation Model Analysis (SEM)

With the use of the IBM SPSS AMOS 22, it attempted to explain the model presented to find the relationships that are established between the latent variables found and the measurement of the variable total satisfaction with revisit intention, which was part of the applied survey as the overall variable. In this study, the path model formed based on the theories. Then the path analysis model was obtained so that the path diagram can be built. This path After going through the process of removing one item of 'amenities' (AM4), 4 items 'attractions' (ATT2, ATT5, ATT6, ATT8), 2 items of 'Access' (ACCE4 and ACCE5), four items of 'ancillary services' (ANS2, ANS5, ANS6, and ANS8), three items of independent variables which were: two items of 'satisfaction' (TS2 and TS7) and one item of 'revisit intention' (RI3). Structural Equation Model proposed obtained from AMOS as follows:

Figure 2. Structural Equation Model

Table 4 showed the relationships between the variables constitute since adjustment indicators comply with the established parameters except for the GFI (0.839), AGFI (0.790), and NFI (0.861) in which only a permissible value but close to the traditional one (>0.90). Based on comparisons indexes, Tucker-Lewis Index (TLI) and Comparative Fit Index (CFI), another set of goodness-of-fit statistics, are used to support the fitness of the hypothesised model. The value of Tucker-Lewis Index (TLI) and Comparative Fit Index (CFI) ranges from 0 to 1(TLI=0.922, CFI=0.935) respectively. TLI and CFI suggested that the model represented an adequate fit to the data.

The value of Root Mean Square Error of the Approximation (RMSEA) for the proposed model was 0.067, less than 0.08, indicating the reasonable error of approximation, implying that the model was acceptable fit and adequate fit to the data (Hair et al, 2005). Although Chi-Square (CMIN/DF) less than 2 (1.742), but the insignificant p-value (0.00) suggests that this study fail to reject the null hypothesis. It means that based on the above goodness-of-fit statistics, there was one hypothesis rejected in this study.

Table 4. Goodness-of-fit indices for the estimated structural model

Indicators	Value	Criteria Evaluation
Chi-Square (CMIN/DF)	1.742	Good
P	0.00	Insignificant
RMSEA	0.067	Good
GFI	0.839	Moderate
AGFI	0.790	Moderate
TLI	0.922	Good
NFI	0.861	Moderate
CFI	0.935	Good
PNFI	0.722	Good

Hypothesis test was used to analyse the significance of the regression. This analysis was conducted to show the magnitude of the direct effects of one variable to the other variables. The basis for the decision making of the significance test for regression weight is if the p-value <alpha 0.05, then Ha is accepted, which means there is an influence between the two variables statistically, and vice versa. The CR value shows the Critical Ratio obtained from the estimated value divided by the standard error (SE). CR above 1.96 will produce a significant estimation value at 5% level, and the significance can be seen at the p-value.

Based on the results of AMOS program, it can be seen that not all variables significantly influence, thus the hypothesis test can be interpreted as follows (Table 5):

H_1: Attributes of tourist's satisfaction are adequate measures of tourist's satisfaction
The test results proved that all the attribute amenities, attraction, accommodation, accessibility and ancillary services were the adequate measures of tourist's satisfaction factor. The path coefficients for the model was positive and significant (p-value < 0.05) and CR value above 1.96.

H_2: Each attibute of tourist's satisfaction has a positive effect on tourist's revisit intention
The results concluded statistically that amenities, attraction, accessibility and ancillary services directly have a positive effect on tourist's revisit intention. The coefficient for the model were 0.40, 0.00, 0.012 and 0.00 were positive and significant (p-value < 0.05) and CR value above 1.96. Only accommodation was the one rejected factor with p-value=0.496, that more than 0.05.

Table 5. Regression Weight Result

			S.E.	C.R.	P	Hypotheses
Amenities	<---	TravelSatisfaction	.125	2.055	.040	Accepted
Attraction	<---	TravelSatisfaction	.134	3.509	***	Accepted
Accommodation	<---	TravelSatisfaction	.100	7.284	***	Accepted
Accessibility	<---	TravelSatisfaction	.124	4.419	***	Accepted
AncillaryServices	<---	TravelSatisfaction	.106	3.593	***	Accepted
RevisitIntention	<---	TravelSatisfaction	.133	2.154	.031	Accepted
RevisitIntention	<---	Accommodation	.142	-.680	.496	Rejected
RevisitIntention	<---	Accessibility	.075	2.518	.012	Accepted
RevisitIntention	<---	AncillaryServices	.143	6.666	***	Accepted

H_3: Tourist's satisfaction has a positive influence on tourist's revisit intention

The finding indicates that there was a positive and significant relationship between the tourist's satisfaction and revisit intention. This finding illustrated in Table 5 was positive and significant (p-value=0.31) that showed satisfaction has a great impact on tourist's revisit intention to Medan.

DISCUSSION

It is interesting to observe the biggest attribute on the overall tourist's satisfaction that leads the tourist's revisit intention. The study empirically tested a model to examine the relationships among tourist's satisfaction and tourist's revisit intention. The overall image of Medan as a tourist destination was positive and the findings also indicated that tourists were satisfied with their visits to Medan. The findings of the study suggest that the tourist's satisfaction while visiting Medan was attracted by the adequate airport, sufficient information about attractions, free attractions and facilities, the cultural and historical value and buildings, number of hotels with affordable price and near tourist's attractions, the unique and attractiveness of the attractions although less interesting, such as natural attractions and shopping centre. All those attributes were valuable and attract tourist to revisit Medan if the city is safe, restaurants near tourist attractions, affordable travel cost, the friendly society and many souvenirs offered with the reasonable price except the accommodation. It is better if the hotel management observes the tourist's experiences and the possibility sources of the tourist's satisfaction/dissatisfaction while staying in their hotels.

Fortunately, almost all respondents will comeback to Medan with their families and recommend the city to their friends and families as a tourist's destination. This study provided the evidence that supports the assumption that if tourists are satisfied with their experience in a destination, they are more willing to revisit a destination and spread the positive word-of-mouth, recently through media social. They posted photos, reviews and comments that can be seen by relatives and friends after the submit directly.

Hence, the study would propose positioning Medan as a tourist's destination that delivers various natural beauty and attractions. Even so, besides the accommodation, lack of traditional foods and attractions offered, the minimum information about attractions and transportation, the safety, the cost, were the unsolved problems in Medan.

CONCLUSION

The results of this study have important implications for local government, marketers and managers of Medan as a tourist's destination stakeholders. In specific, there is a need to improve the satisfaction of the tourist, which is the basis of tourist revisit intention. Most attributes of the satisfaction in the destination may be controlled and improved because tourists experiencing higher satisfaction levels reveal favourable intentional behaviour. That are, the willingness to return to Medan and to recommend it to others. Although the result in this study positive generally, the stakeholders should be concern about improving the specific aspects (facility, attraction, transportation and accommodation) to attract more tourists to visit Medan. It should introduce many traditional foods to public by intensive promotions; simplify process for the investors in tourism in Medan; complete the public facilities at every tourist attractions; increase the service in airport; upgrade the service in the city and the hotels; increase the safety, number and quality of public facilities and the valuable information at tourist destinations; provide online transportation schedules and improve the transportation numbers with the reasonable cost.

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THE INFLUENCE OF LANGUAGE BARRIER AND CULTURE SHOCK TOWARDS TOURIST EXPERIENCE OF FREE INDEPENDENT TRAVELER FROM INDONESIA TO JAPAN

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ABSTRACT

This research aims to figure out the influence of Langauge Barrier and Culture Shock towards Tourist Experience in Free Independent Traveler from Indonesia to Japan. Quantitative research is applied as the method of this research with questionnaire using likert scale used as the data collection technique. The respondents were selected from indefinite population, therefore the total sample was 100 people. Based on the data analysis result, it is found that Langauge Barrier does not influence significantly towards Tourist Experience, while Culture Shock does.

Keywords: *language barrier, culture shock, and tourist experience*

INTRODUCTION

Japan has been widely known as international tourist destination which is being developed. Tourism development in Japan becomes the supporting factor for the increase of individual tourists visit rate through Free Independent Traveler. Natural characteristics of independent traveler are flexibility in determining his or her own itinerary, consciousness towards certain risk in selecting tourism element, and willingness to obtain the unplanned and memorable experience. (Hyde & Lawson, 2013).

Independent traveler will obtain greater chance to socialize with local culture and use the service as well as the accommodation prepared by the locals. Interaction process brings together the differences in cultural, mindset, and behavior between the tourists and the hosts. Social condition distinctions between the destination country and human's daily life make the tourists face the culture shock as the form of adaptation process. It can be responded as the feeling of helpessness, fear, and restless experienced by foreigners while facing new culture (Liu et al, 2005).

It is not only cultural, but also language difference which is also a vital barrier in tourism activity. Direct contact between the tourists and the hosts who are the locals causes the obstacles to emerge as well as the difference in interpretation due to their language difference is called language barrier. The limited foreign language ability owned by the locals causes the frequent used of body language and written form, for instance in Thailand (Prachanant, 2012).

Previous studies which examined the language barrier between the tourists and locals through tourists' perspective found that there were experiences regarding to conflict, distinctiveness, and self-defense during their trip to foreign country because of different culture, including language constraint (Cushner & Karim, 2004; Hottola, 2004; Yoo & Sohn, 2003 in Cross et al, 2009). However, there are also differences from previous research result which examined the influence of language and culture towards positive impact of tourists' experience. Accroding to Ramnani (2012), language and authenticity experience of local culture differences provide discretion for the tourists to enhance their interaction more with the locals and get more positive experiences.

Based on the explanation above and the differences on the previous research result, the researchers are interested in conducting further research to examine the influence of language barrier and culture shock towards tourist experience of FIT (Free Independent Traveler) foreign tourists' experience who visit Japan.

Indicators of Culture Shock

Tourists experience culture shock while visiting destination with foreign culture in accordance with the indicators of culture shock stated by Oberg (1960) in Chasannah (2017), they are:

1. The condition of common sign loss which has been known as cues. In the daily life, cues can be defined as body movement, human's expression, or other habits of an individual.
2. The occurence of crisis towards individual identity which is carried out through reflection and reevaluation of him or herself while he or she is out of his or her origin.
3. Communication between individuals is terminated either conscious or unconsciously due to frustration and anxiety. The termination is clearly caused by the language barrier.

Indicators of Language Barrier

There are three indicators in communication which can be called as language barrier by Giovannoni & Xiong (2017), they are:

1. Sender does not know the language of receiver, thus the message to be expressed was unknown.
2. Receiver does not understand sender's language, thus he or she does not know how to interpret the message reveiced.
3. Both sides are not familiar enough with common message to send information each other.

Indicators of Tourist Experience

Rossiter (2002) in Zatori (2013) stated that tourist experience can be measured using the following measurement model indicators:

1. Interaction: interaction towards the service/what consumers have received.
2. Environmental experience: environmental factors received by the consumers.
3. Customization: itinerary changes either made or received by consumers.
4. Experience involvement: level of consumers' involvement in creating the experience.
5. Authenticity: level of authenticity experience recived by the consumers based ond individual evaluation and effect of personal thought.
6. Memorability: memorable level of tourists' experience during the trip.

METHOD

Sampling technique applied by the researchers is non-probability using judgemental/purposive sampling with the criteria that have been determined as follows:

1. Research objects are the Indonesians who have visited Japan at least once with Free Independent Traveler (FIT) method.
2. Research objects are minimumly 17 years old while visiting Japan.

Seeing sampling technique with indefinite population, then the researchers determine sample calculation using formula from Wibisono in Riduwan & Akdon (2013) below:

$$n = \left(\frac{Z_{\alpha/2}\,\sigma}{e}\right)^2 = \left(\frac{(1{,}96).\,(0{,}25)}{0{,}05}\right)^2 = 96{,}04$$

Reliability level of the calucation is 95% with the result of random sampling 100 (rounding 96,04) will give estimation difference x and µ is less than 0,05. The sample taken in this research is 100 people. Data collection of this research uses primary data method which is the result of a research conducted directly by the researchers from the data source in the form of research object. Primary data was obtained from questionnaire distribution to the research object, either online or offline. Measurement scale of the categorical data used by the researchers is ordinal in the form of likert scale.

RESULT AND DISCUSSION

Influence of Language Barrier Towards Tourist Experience

The result of data tabulation in the signification figure of t-test in X_1 variable of Language Barrier is 0,222. Therefore, independent variable of Language Barrier has no influence towards Tourist Experience for FIT to Japan because the signification level is greater than 0,05 as the level of significance. Referring to the result of this research, hence, h_1 which states Language Barrier has an influence towards Tourist Experience is objected.

The result of this research does not support the previous research conducted by Ramnani (2012) which states that language difference has a significant influence towards tourist experience formation, especially on the case study of student traveler. Language is stated to have great influence to Tourists Experience if the tourists' language is different from the locals' and it causes inability to translate (Ramnani, 2012).

The researchers interpret the difference of data tabulation result with the previous research caused by the factors which is able to negotiate the state of Language Barrier in the tourists that is short travel time, thus the tourists are unable to actively communicate with the locals as well as experience the language barrier and they do not generate tourist experience (Ramnani, 2012).

The state of Language Barrier on the tourists' side can also be negotiated by the occurrence of "language of tourism" in which the tourists and the locals (host) are able to communicate through non verbal cues or using body language (Ramnani, 2012). Not only internal factor, the state of Language Barrier in the tourists can also be negotiated with the occurrence of locals' language ability towards the tourists is influenced by the choice of destination, either from locals' language ability or willingness to learn of the tourists. Therefore, the sense of peace can be created and language barrier can be avoided (Ramnani, 2012). In certain case study in which the tourists cannot speak Japanese, the state of Language Barrier can also be negotiated by the fact that the destination aimed by the tourists is a tourist-oriented destinastion. Hence, the locals have the ability either to speak English or to speak other supported languages.

Influence of Culture Shock Towards Tourist Experience

The result of data tabulation in the signification figure of t-test in X_2 variable of Culture Shock is 0,028. Therefore, independent variable of Culture Shock has an influence towards Tourist Experience for FIT to Japan because the significant level is less than 0,05 as the level of significance. Referring to the result of this research, hence, h_2 which states Culture Shock has an influence towards Tourist Experience is accepted. The result of this research is in accordance with the previous research which stated that the tourists experienced conflict, difference, and self defense as the tourist experience influenced by cultural differences (Cushner & Karim, 2004; Hottola, 2004; Yoo & Sohn, 2003 in Cross et al, 2009).

The researchers interpret the difference of data tabulation result with the previous research which are caused by the factors supported by Avina Ramnani's journal (2012) stated that the state of Culture Shock in tourists' side can be influenced by length of stay factor. The researchers analyze if FIT tourists travel for certain periods, they are able to be involved and to absorb cultural difference, so as to generate tourist experience (Ramnani, 2012).

Another influence which can support the state of Culture Shock is the factor of tourist characteristics, that is the ability to feel comfortable among the different culture from the culture of origin as the resulf of Cohen's research (1979) in Ramnani (2012). This ability is a response from the occurrence of Culture Shock that also influences Tourist Experience. Culture Shock is an initial which is temporary as the first response in facing new culture and different from the culture of origin (Ramnani, 2012).

Inductive Approach

Research Object Approach

Japan as the developed country supports the development of tourism sector so it can be included as "tourist friendly country". It is true if Japan is said to have specific language as well as unique culture and different from other countries. However, with the occurrence of those characteristics, that will not be a problem since Japan have prepared themselves very well to welcome the foreign tourists, in the form of technology, transportation, and it is also supported by the characteristics of the people itself.

During the trip, the tourists are able to access any information easily using advance technology and to access destination through adequate public transportation. Japan has priority to create automatic manufacture and various high-tech tools which can assist humans (Haryanti, 2013).

All facilities and easy access provided in Japan are also supported by the characteristics of its community as the hosts that are friendly, polite, assisting sincerely, and proioritizing others as stated by Caudill (1970) that the Japanese have great empathy and affection (1970:41), and emphasize the usage of non-verbal communication (1970).

Some of these approaches support the result of the research that Language Barrier does not affect tourists experience with the fact that the inability to speak local language is not an obstacle due to technology provision such as Google Translate or other translation applications. Aside from the situation in which the locals have good characteristics in giving helps, language distinction is not a barrier since there are non verbal cues that can be strived to deliver the message.

The fact that Japan is included into a tourist's friendly country also supports that Culture Shock affects tourist experience. Cultural difference felt by the tourist becomes a good think if it is supported byt the friendliness and hosts' good character.

Case Approach of Free Independent Traveler

Free Independent Traveler is a type of tourists who operates different concept from commercial mass tourism and chooses all inclusive package for his or her trip. The characteristic of independent traveler's trip is the flexibility of the whole trip after deciding the destination. Free Independent Traveler has the characteristics as explained by Hyde (2015) such as having risk taking ability, looking for sensation, and realitvely neglecting the consequences of trip choices.

Article written by Hyde (2015) "*Independent Traveler Decision-Making"* identifies two types of *Free Independent Traveler* with the characteristics as follows:

Table 1. The Differences between *Low-Search Travelers* and *High-Search Travelers*

Low-Search Travelers	High-Search Travelers
Travelling independently	Travelling with others
Backpackers	*Non-backpacking*
Having several specific plans	Having several plans and sub-destinations
Itinerary is *substitutable*	Dominant to go
Longer trip duration	Shorter trip duration
Using simpler accommodation facility fitted with the *budget*	Utilising high-end transportation and accommodation facilities
In Cohen's classification (1972), it is included in *drifters* class	In Cohen's classification (1972) it is included in *explorer* class

Source: Hyde (2015)

These differences of Free Independent Traveler type influence the "enjoyment" level of tourism experience. The more a trip is unplanned, the more tourists will get unexpected and unknown experiences (Hyde, 2015). Tourist experience will improve when (1) the tourist have no high risk during the trip; (2) they feel the "enjoyment" from the unplanned things; (3) individual desire towards freedom (Hyde, 2015).

Interview

Interview is conducted to support the result of the research through inductive approach. The researchers applied semi structure interview technique to five respondents who owned different free independent traveler concept while visiting Japan and deeper understanding towards the concept of language barrier and culture shock to tourist experience.

As the actors of free independent traveler, the respondents have an expectation that their trip is flexible, spontaneous, and exploring Japan further compared to the one who uses all-inclusive package.

Table 2. *Axial Coding* A

AXIAL CODING A **Travelling Expectation**	
AB	Spontaneous and learn many things
RD	Knowing Japan deeper
CD	Visiting as well as exploring interesting places, and interacting with the Japanese
CL	Fun experience since the trip explored unfamiliar areas

Source: Tabulated data (2019)

During the trip to Japan, the respondents visited Japanese landmark, historical and cultural sites, and shopping centre with the information obtained from internet (Google), brochure, social media, and recommendation from others.

Table 3. *Axial Coding* B

AXIAL CODING B

	Visited destination	Destination Information Source
AB	Historical, shopping, and culinary tourism	-
RD	Tokyo, Osaka and common destination in Japan	Someone's Vlog orang lain (social media)
CD	Japan's Landmark	Internet, social media, dan friends' recommendation.
CL	Iconic destination in Japan.	*Google* and brochure.

Source: Tabulated data (2019)

This easiness to access the information made the respondents have little time to interact with the locals and behave more independent during the trip. They interacted with the locals in certain circumstances, such as asking direction, asking for price, and using public transportation.

Table 4. ***Axial Coding*** **C**

AXIAL CODING C **Interaction with the Japanese (*host)***	
AB	Yes, to know Japanese's perspective.
RD	Not that much.
CD	A little.
CL	Active interaction.

Source: Tabulated data (2019)

The interaction occurred did not make the respondents experience language barrier due to several things happened as follows:

1. The respondents visited destination which were renowned as the icon of Japan and various tourist-oreiented destinations, hence, the communication could be done using English.
2. Language distinction was not a big constraint since the information access for tourists was provided through Google Maps, Google Translate, and train route.
3. The ability to speak and self-provision for Japanese language supported the respondents communicate fluently with the locals and found no obstacle. The respondents stated that the Japanese could easily understand the message delivered through body language.

Table 5. ***Axial Coding*** **D**

AXIAL CODING D **Impression towards language distinction**	
AB	Easy to be overcome using English.
RD	The Japanese understand tourists' intention better.
CD	Slightly inhibited but it does not matter due to the assistance of application.
CL	Finding no obstacle.
Japanese language comprehension and ability	
AB	Equipping myself with Japanese language comprehension.
RD	None.
CD	A little.
CL	Able to speak Japanese.
Experience towards Language Barrier	
AB	Did not experience.
RD	Did not experience, had an assistance of technology.
CD	Communication through google translate.
CL	Inhibited due to different language comprehension.

Source: Tabulated data (2019)

It is not only about language barrier, but this interview also clarifies the result of the research regarding to the influence of culture schock towards tourist experience from Free Independent Traveler who visited Japan. The respondents stated that their admiration for the characteristics of the Japanese who are full of tolerance and willingness to help others. This cultural difference gives positive influence to tourist experience which includes in the level of self-improvement.

Tabel 6*Axial Coding* E

AXIAL CODING E **Experience towards Culture Shock**	
AB	The people and the city were well organized.
RD	Tolerance and intention to help from the Japanese.
CD	Amazed and impressed by locals' politeness and discipline.
CL	Inspired by Japanese's ethics and discipline.

Source: Tabulated data (2019)

Culture shock experienced by the respondents is alsor supported by the ethics and the condition of Japan as the developed country. The etchis such as politeness and discipline give certain impression to the respondents as a part of tourism experience. Japan's well-organized condition gives inspiration to the respondents for finding the convenient while traveling to Japan.

CONCLUSION

Based on the result and the discussion, this research generates the conclusions as follows:

1. Language Barrier does not significantly influence Tourist Experience of Free Independent Traveler from Indonesia to Japan, thus the first hypothesis is objected.
2. Culture Shock significantly influences Tourist Experience of Free Independent Traveler from Indonesia to Japan, hence, the second hypothesis is accepeted.
3. The result of this research was supported by the majority of respondents' character as high-search traveler so they have well preparation for the trip, the destinations are generally tourist-oriented ones, and the number of tourist who are more than one.

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A CONCEPTUAL FRAMEWORK TO STUDY COGNITIVE-AFFECTIVE DESTINATION IMAGES OF THAILAND AMONG EUROPEAN TOURISTS

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ABSTRACT

Product or service image is among the vital factors that predict individuals' choice of buying a product or services, goes to a place or attached to a person. Similarly, in the context of tourism, the destination image is a very important factor to which tourist considers before making their tour destination decisions. In light of this, the objective of this study is to conceptually investigate among European tourists, the determinants of Thailand's tourism destination image. For this objective to be achieved, prior studies were reviewed leading to the development of conceptual framework highlighting the determinants of destination image. In addition, this study develops some hypotheses that are to be empirically investigated. Aside these, based on the conceptual findings, suggestions on how to motivate European tourists to chose Thailand as their preferred tourism destination were made.

Keywords: *cognitive destination image; affective destination image; motivations; risk perception; word of mouth*

INTRODUCTION

Two decades back, in 1998, Thailand went through a major financial crisis that spread through other Asian countries and is known as the Asian Financial Crisis. At that time, the tourist inflows to Thailand was just 7.76 million people. One of the immediate solutions was promoting the Thailand tourism industry. At this time, Thailand launched the "Amazing Thailand" campaign to earn foreign exchange. The tourist arrivals went up more than 10% to 8.58 million in 1999. Also, in the year 2000, tourist arrivals went up by another 10% (9.51 million people (Chumni, 2001). Since then tourism has become increasingly important for the Thai economy. Despite the significance of the tourism industry to the Thai economy, there have been glitches in the tourist arrivals at various periods such as 2002-2004, then 2008-2009 and again 2013-2014. During this period, Thailand witnessed high effects of external and internal forces such as tsunami, political unrest, military coup, natural disasters, and crimes. Nevertheless, the tide of tourist inflows has been unstoppable. The inflow of tourists to Thailand continues even up to the year 2018 clicking arrival. Rate of 38.27 million tourists, up 7.54% form 2017- an addition of 26 million tourists compared to 15 years back in 2004 as seen in Table 1.

Table 1: International Tourists Arrival with Yearly Growth in Thailand

Year	International Tourists	Growth (yearly)
2018	38,277,300	7.54%
2017	35,381,210	8.77%
2016	32,529,588	8.86%
2015	29,881,091	20.44%
2014	24,809,683	-6.54%
2013	26,546,725	+18.76%
2012	22,353,903	+16.24%
2011	19,230,470	+20.67%
2010	15,936,400	+12.63%
2009	14,149,841	-2.98%
2008	14,548,220	+0.83%
2007	14,464,228	+4.65%
2006	13,821,802	+20.01%
2005	11,516,936	-1.15%
2004	11,650,703	16.46%

As seen in Table 1, despite the glitches observed, Thailand tourism witnessed an average growth of 10% per year in the last 15 years. The latest World Travel and Tourism Council (WTTC) report mentions that the contribution of the tourism industry to the Thai economy at USD 109.5 billion and nearly 6 million jobs to the Thai GDP in 2018. These awesome statistics show the importance of tourism for the Thai economy. In summary, the inbound tourists spent over USD 70.1 billion in Thailand in 2018. The largest inbound international tourist were China 21%, Malaysia 10%, South Korea 5%, Laos 4% and Japan 4%. It is noticeable that the growth of the tourism industry surpasses the overall Thai economy, which has been between 3-4% (Tradingeconomics.com, 2018). Several internal studies had as well investigates whether tourism is contributing to economic growth. One such study used aggregated overall tourist data to test if tourism was helping economic growth in Thailand. The findings reveal several affirmative shreds of evidence that tourism did help economic growth in Thailand (Untong, 2014). A similar study by Chulaphan and Barahona (2018) using disaggregated data investigates the region that has the highest tourists visit Thailand. Employing time series analysis using Granger causality tests, the result showed that South Asia tourists visited Thailand the most while tourists from Europe are the lowest. The findings from these authors reveal the significance of behaviors and preferences of tourists from different continents could help identify methods to increase the number of tourists from several regions that have greater potential.

Much more than this, if the regional trends and preferences are known then it could be possible to focus on increasing the revenue per tourist or tourist expenditure by the appropriate marketing of tourism as per the regional differences and preferences. The tourism authority of Thailand compiles detailed data on expenditure and stay durations of all tourists from different regions and countries (MOTS, 2018). The average spends and the number of days spent on selected countries, from where the tourist inflow is above half a million per year. Surprisingly, the contribution is lower from the European tourists compared to South Asian tourists who come from countries with the lowest per capita income. It is noticeable that Europeans spend a lot of time which is almost the double of the overall average stay of other tourists, but they spend almost 20% less than the overall average of tourist spend per day. This is perplexing because Europeans can be considered to have 20 times more spending power compared to say South Asian countries.

Therefore, it is researchable to find out why Europeans tourists which have per capita income of USD 38,678 and USD 44,659 respectively, compared to South Asian countries like India whose per capita income is USD 1,941 only (CountryEconomy.com, 2018). The researchable problem is to find out whether the tourist spending of European is low because the tourists from these countries have a low image or opinion about Thailand or are it because Thailand does not offer them enough opportunities to spend. This problem of low spending can be solved by assessing the destination image of European tourists and their decision parameters.

LITERATURE REVIEW

From the theoretical perspective, one could argue that the theory of planned behavior (TPB) could be the theoretical basis of understanding the behavior of European tourists. TPB traces the causation of consumer behavior to the intentions and from intentions to the attitude of the customer supported by subjective and societal norms and controls (Ajzen, 1991). Based on this theory some prominent researches in tourism established the significant influence of destination image on the intentions to visit. A study in Taiwan established the positive influence of destination image on the intention to visit (Chen & Tsai, 2007). Another study showed that destination image influences attitude, norms and control and, hence, intentions to visit (Jalilvand & Samiei, 2012). Yet another study established that destination image is a significant predictor of intentions to visit (Phau, Quintal, & Shanka, 2014).

Therefore, TPB implies that the destination image is the ultimate variable that affects the choices of tourism destinations. The destination image is the sum total of all accumulated ideas, expectations, impressions, beliefs and feelings towards a destination (Fakeye & Crompton, 1991) though it has been demonstrated to be a very complex measurement comprising of both tangible and symbolic features (Echtner & Ritchie, 2003) which later got identified as cognitive and affective components. Logically, the development of the image of a tourist destination is based on the consumer’s rational thinking and the consumer’s emotional feelings. The basis of rational thinking and decision making is knowledge whereas the basis of liking is the emotions and feelings invoked by knowledge of features of the destination (Lin, Duarte, Kerstetter, & Hou, 2007).

The destination image based on rational analysis can be labeled as cognitive Image. The cognitive image refers to the different features and attractions of the destination. The cognitive image becomes the motivation for the tourists to visit a particular destination (Baloglu & McCleary, 1999). In comparison to the cognitive image, the affective image comes from the emotions, feelings, and likings or disliking of the tourists in regard to a destination (Martin & Del Bosque, 2008). In view of this, a deeper study of cognitive and affective destination images of European tourists should lead to a deeper and better understanding of their intentions and behavior. Also, in the context of the European tourists, establishing an overall destination image is crucial to understand their behavioral intentions.

It has been extensively argued that the destination image could be a function of external motivation, internal motivation, word of mouth and risk perceptions (Madden, Rashid, & Zainol, 2016). However, treating all the factors equally may not be appropriate in light of the original motivation theory. The motivation theory is widely accepted and is, sometimes talked about, as the theory of pull and push factors (Kim, Holland, & Han, 2013) which are major influences on destination image. The pull factors are the external motivation and push factors that are the internal motivation of tourists. The word of mouth and risk perception are not the basic determinants but can only moderate the basic influence of motivation (Lu, Wu, & Chen, 2016).

Therefore, the cognitive and affective destination images of the European tourists and see if the destination images have a strong influence on their decisions to stay and spend in Thailand. Also, to assess the determining impact of external and internal motivations and moderating impact of word of mouth and risk perception on European tourists' cognitive, affective and overall destination image of Thai destinations.

Factors such as political conflict is among the factors scholars argues to create negative perception of tourism destination among tourists. The effects of political factor can either be felt on short or long term depending on the political regime (Liu & Pratt, 2017). According to the study of Chen, Lai, Petrick and Lin (2016) it was reported that political conflicts between two or more nations even long after political resolution, the tourists perceive the host nation as hostile, therefore, they tend not to visit such destination. Despite this, the findings from the study of Liu and Pratt (2017) argues that the tourism industry is resilient to international terrorism. As such, Brown (2000) notes that perceived risk has little to no significant effect on tourism destination image because risk itself is part of tourism. Confirming the arguments above, Wolff and Larsen (2014) argues that tourists felt safer after the attack in Norway.

On the other hand, if in case the perceived negative image created via political conflicts have significant effect on tourism destination image, strategies such as media initiatives, media strategies and campaign as well as friendly media policy can be employed in rebranding the negative tourism image (Avraham, 2015). Furthermore, the study of Avraham (2016) proposed three major media strategies namely audience focus, source and the message broadcasted must be precise, concise and appealing to the tourists.

Research Framework

The issues can be understood from a simplified view of relationships as shown in Figure 1, where it is hypothesized the tourist decisions e.g. decisions of European tourists (in terms of stay and spend) could depend upon the destination image (both cognitive and affective) which in turn are influenced directly by tourist motivations (external as well as internal) and indirectly by moderators (word of mouth and risk perceptions).

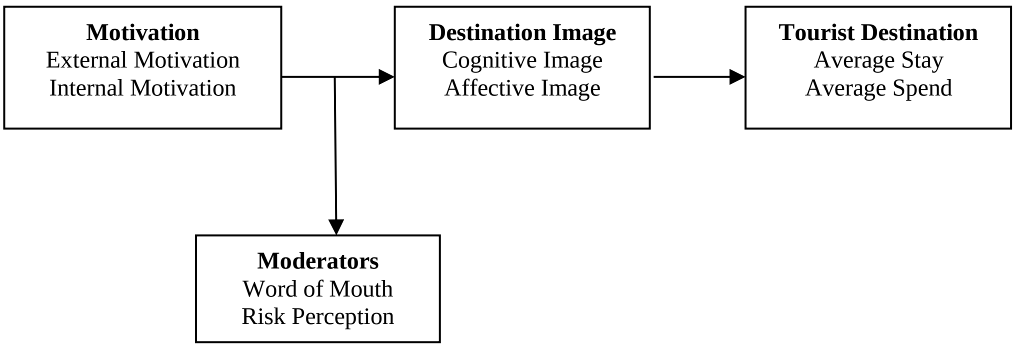

Figure 1: Research Framework

The research framework outlined in the Figure 1 above can be translated in to following research hypotheses:

H1: Higher the destination image, higher will be the average stay and spend decisions of the tourists.

The hypothesis H1 could be further subdivided into 6 sub-hypotheses as below relating cognitive, affective and overall destination images to average stay and average stay each, where the cognitive and affective images will be computed from various indicators and overall image will be just an aggregate measure.

H1.1: Higher the cognitive destination image, higher will be the average stay decisions of the tourists.
H1.2: Higher the affective destination image, higher will be the average stay decisions of the tourists.
H1.3: Higher the cognitive destination image, higher will be the average spend decisions of the tourists.
H1.4: Higher the affective destination image, higher will be the average spend decisions of the tourists.
H1.5: Higher the overall destination image, higher will be the average stay decisions of the tourists.
H1.6: Higher the overall destination image, higher will be the average spend decisions of the tourists.

The researches, so far, have been establishing the relationship of destination image with the visit intentions. However, visit intentions being a psychological variable has to be measured through a scale which becomes tricky and unreliable because of absence of enough indicators and the problem is circumvented by using indicators that are proxy to intentions to visit, such as likelihood of visit, chances of visiting, and so on (Lam & Hsu, 2006). A much neater solution is average stay and/or spend and both are, anyway, measured in a rational scale implying that all the parametric statistical measures can be used to test the hypotheses. In comparison, the overall destination images would be just an aggregate of cognitive and affective image scales, where the indicators are measured in a Likert type scale but when aggregated or averaged into a scale are amenable to parametric tests.

H2: Higher the tourist motivation, higher will be the destination image of the tourists.

The hypothesis H2 also could be further subdivided into 7 sub-hypotheses relating both external and internal motivation to the cognitive, affective and overall destination images, as below:

H2.1: Higher the external motivation, higher will be the cognitive destination image of the tourists.
H2.2: Higher the external motivation, higher will be the affective destination image of the tourists.
H2.3: Higher the external motivation, higher will be the overall destination image of the tourists.

H2.4: Higher the internal motivation, higher will be the cognitive destination image of the tourists.

H2.5: Higher the internal motivation, higher will be the affective destination image of the tourists.

H2.6: Higher the internal motivation, higher will be the overall destination image of the tourists.

H2.7: Higher the overall motivation, higher will be the overall destination image of the tourists.

The external motivations are represented by information, advertising, and promotions through media like travel magazines, websites, blogs, social media, TV and movies among others which can also be called the pull factors. In comparison, the internal motivation is measured by finding out the internal needs and drives of the tourists such as need to relax, need for excitement, need to explore and more and constitute the push factors. The overall motivation is just an aggregate of external and internal motivation scales.

H3: The influence of overall motivation on overall destination image is moderated by word of mouth

The moderators could enhance or reduce the impact of the overall motivation on overall destination image. The word of mouth works in combination with motivation enhancing or reducing the impact of overall motivation of tourists (Zhang, Zhang, & Law, 2014). It represents the recommendations from family, friends, travel blogs, and travel reviews and so on, that could influence the impact of overall motivation on overall destination image positively or negatively.

H4: The influence of overall motivation on overall destination image is negatively moderated by higher risk perception

Another variable that has been mentioned in literature to have a moderating role is the risk attitude or risk perception of the tourists. The risk perception could pertain to language and cultural differences, infrastructure bottlenecks, facilities, fear of unknown, hygienic conditions, and disasters and so on (Lu, Wu, & Chen, 2016). The moderation by risk perception is expected to be in negative direction.

CONCLUSION

Image of a product or service is an important factor in the selection choices related to a product, service, place or a person. Therefore, in the context of tourism, the destination image is a very important factor in the choice of destinations by the tourists. This study reviewed the literature on the cognitive destination image, affective destination image, external motivation, internal motivation, word of mouth and risk perception that affect average of stay and spend. Based on the literature review, this study proposes a framework to test the strength of relationship between all the variables. Therefore, the author suggests an empirical investigation of the developed conceptual framework as well as the hypotheses developed. In doing this, the Thailand Tourism Authority and other tourism industry agencies can be aware of the factors that inhibit potential tourists from the European region. Hence, the suggestion of improving Thailand as a tourist destination can be achieved. Therefore, European tourists can be attracted to choose Thailand as their preferred tourism destination.

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THE IMPLEMENTATION OF *IHG MYLEARNING* AS A MEAN OF ONLINE LEARNING IN ATTEMPT TO HUMAN RESOURCES QUALITY ENHANCEMENT AT INTERCONTINENTAL HOTEL BANDUNG DAGO PAKAR

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ABSTRACT

E-Learning is one of the learning methods used as training. This research aims to explore how IHG MyLearning as an online learning can improve human resources quality at InterContinental Bandung Dago Pakar Hotel in Front Office department. The research method used in this study is qualitative with case study. In this study there were 6 people who became informants, such as Director of Human Resources, Human Resources Manager, IT Manager, Assistant Front Office Manager, Instant Service Agent, and Guest Service Agent. The analysis techniques used in this study are through three stages, these are data reduction, data display, and conclusion. The results of the research obtained are that IHG MyLearning is a self training that provides an online learning system through e-learning. The output of the quality of human resources obtained areskills, knowledge, attitude, motivation, personal attributes, and behavioral. The implementation of IHG MyLearning in improving skill can be successfully supported by offline training. In addition, IHG MyLearning can contribute to obtaining knowledge and improve foreign language skill. Meanwhile, attitude is obtained from the results of skill and knowledge. And, IHG MyLearning can increase motivation through self-confidence development to work well, and on the other hand the results have no effect other than increasing skill and knowledge.Then, in increasing personal attributes and behavioral, the role of IHG MyLearning cannot stand alone and it takes the role of a teacher and coach to provide direct teaching. This is because personal attributes are obtained from the person's culture and personal values. Whereas, through behavioral can be formed from the environment.

Keywords: *IHG MyLearning; e-learning; training; human resources quality*

INTRODUCTION

Indonesia is one of the countries which has developing economic sector. One of many economic sectors in Indonesia, tourism is one of the sectors which supports and influences that development. According to Mr. Hariyadi B, Head of PHRI in the website (https://surabaya.bisnis.com/) said “Next year, there will be 50.000 new rooms. For this year, there are 55.000 additional new room which are still in pipeline, but how many for the realization, I have no the data of them. However, definitely, there will be 50.000 new rooms for next year.” Therefore, the investment for hotel or accommodation business in Indonesia needs supporting infrastructure, which can be in the form of construction capital, electricity, and the most important is human resource to support the sustainability of this business. According to Hariandja (2002), human resource is mentioned as one of the important factors in a company aside from other factors, such as capital. Therefore, human resource must be managed properly to enhance the effectiveness and efficiency for the sake of organization or company. Hence, training and development are needed with the attempts of employees' quality and effectiveness enhancement. One of the methods used is training outside organization, and or online training. The training with online model is a training which is motivated by the impact of globalization towards the advancement of technology and information. This globalization impact has introduced the world to internet. Thus, online training can be done anywhere and at any time using internet facility, and this training is using learning system which is frequently called E-Learning.

One of IHG hotel groups has hotel brands such as InterContinental, Crowne Plaza, Holiday Inn, and other brands that are widespread over the world. IHG can be an example of a hotel brand which has had and applied integrated system worldwide in providing standard, report, and in managing the hotels below them. The system is known as Merlin in which inside of it there are several components formed that system such as IHG My Learning for employees' E-Learning, Heartbeat for the report, IHG Rewards, and so forth. Therefore, the ones which become the focus from those components are E-Learning and Merlin as well as become the object of this research to enhance the quality of human resources in IHG. At InterContinental Hotel Bandung Dago Pakar, IHG My Learning appears as the solution and choice of strategy for HRD which is expected to give direct impact of qualified human resources enhancement in it. However, it us undeniable that there several obstacles faced during its implementation and the obstacles are divided into two, they are internal – from the problems faced by each individual –, and external which is from the system itself.

METHOD

This research uses qualitative method. According to Moleong (2005), qualitative method is a research which attempts to understand humans' phenomena as what have been experienced by the subject of this research, behavior, motivation, action, and others. In qualitative research, it is not only adjusting between the data and the aim, but also there are several models from qualitative research which distinguish each model through the way of thinking, the way to determine problem limitation, problem approach, or the function of the models.

Data Type & Resources

According to Hasan (2009), data is something which is known or has information from what it known. Data can be used in a research as the support or evidence in probing information. In this research, qualitative data is used and according to Masruroh (2013) qualitative data is not in the form of numbers, yet it is presented in verbal form. Therefore, the data in this research were in verbal form and based on the results of interview, observation, or documentation.

Data resources in this research are divided into two types, namely as follows:

a. Primary Data

According to Lungan (2006), primary data is a data that is directly obtained in the field. It is belonged to initial data or the first hand data. The way to collect this primary data is through interview, direct observation, and documentation. Therefore, in this research, primary data was obtained by conducting interview with determined informants, direct observation in the research location, and taking documentations related to the research.

b. Secondary Data

Secondary data is the second one after the primary. According to Lungan (2006), secondary data is indirectly collected without going to the field. The way to obtain it was through books, internet, library study, or other data which could support the research.

Data Analysis Technique

According to Miles and Huberman in Sugiyono (2015), the activities taken in qualitative data analysis are continuously done until it is completed. Hence, there are several stages of data analysis technique which can be explained as follows:

a. Data Reduction

After the researchers collected the data that were related to the research, data reduction was conducted which included the process of data summary, incisiveness, classification, direction, reduction the unnecessary data and arrangement in such a way so it they were in accordance with research object depiction. Simply, it is re-incisive the needed data and deducting the unnecessary ones to be easily tabulated.

b. Data Presentation

Data presentation is a process of enchaining information from the result of interview. The data presented is normally in the form of table, chart relation in narrative form. The aims are to figure out meaningful patterns, and give the possibility of drawing conclusion.

c. Drawing Conclusion

In this stage, drawing conclusion can be done by seeing the result of tabulated analysis. Conclusion can also be drawn since the beginning of the research conducted by the researchers and it can be based on interview questions. It is expected to contribute with new findings which can be useful for the next research.

Data Validation Technique

In a research, valid and reliable data are needed. There are various methods which can be used to test and examine data validity. Some of them are by time extension, triangulation, and re-examining. In this research, the researchers chose to apply triangulation technique. According to Moleong (2005), triangulation is a technique that is used to examine data validity by using something outside of the data. In this research, triangulation of data resources was applied. The aim was to compare the point of view and understanding of the answer from each informant through interview with direct observation in the field related to the application of IHG MyLearning as a mean of online learning in attempt to enhancement of human resources quality at InterContinental Hotel Dago Pakar. Thus, the validity of the data collected can be tested.

RESULT AND DISCUSSION

Human Resources Management at InterContinental Hotel Bandung Dago Pakar

Based on a theory by Hasibuan (2013), there are functions of human resources management such as planning, organizing, directing, controlling, procuring, development, compensation, integration, maintenance, discipline, and dismissal. Human Resources at InterContinental Hotel Bandung Dago Pakar had undertaken those functions mentioned. It could be proved through the observation done by the researchers and results of interview with the related Human Resources. From the result of interview, it was known that their focus was on how the employees could have a vision that was in line in achieving company’s goal. One of them was, there was a development and promotion conducted. For the development, it was focusing on each employee’s personality to develop him or herself. As from the promotion, Human Resources helped the employees to prepare themselves for being capable to be transferred to other places with the expectation that they could develop themselves.

Training Strategy at InterContinental Hotel Bandung Dago Pakar

After knowing that Human Resources had one of the functions, namely development, it was meant that development was closely related to training which could help them in developing human resources. There were two trainings applied at InterContinental Hotel Bandung Dago Pakar, namely outdoor training and on-the-job training. For outdoor training it could be done through team building, online system, and other trainings which did not oblige the employees to seat in the class. Whereas for on-the-job training, it is frequently held by Human Resources, such as orientation for new employee, or training that was adjusted to each organization’s needs.

IHG MyLearning as the E-Learning

IHG MyLearning is one of online trainings used by InterContinental Hotel Bandung Dago Pakar. It is formed by a system called Merlin. The basic of Merlin system implementation was from IHG which included in group of InterContinental Hotel Bandung Dago Pakar. Based on the answer of several informants, there were some who mentioned that Merlin was the Intranet of IHG, some others said that Merlin was the school of IHG. From those different points of view, it could be concluded that Merlin was indeed as the intranet and system because the forming components of E-learning were e-learning infrastructure which consisted of laptop, computer, internet, and application system called Learning Management System (LMS). Inside Merlin, there was supporting component named IHG MyLearning which was also called as IHG school due to its function as the teacher’s replacement in teaching or training in the class.

The usage of Merlin was limited for those who worked in IHG group. Therefore, the purpose of IHG MyLearning could give the learning, knowledge, or containing the information which had applied by IHG, in simple words it was about standardization. It has become a unique finding which needs to be reviewed from the result of what had been said by each informant in explaining the aim of IHG MyLearning. In Merlin, there was a learning regarding to grooming, or working SOP which was in accordance with IHG standard. It was automatically that IHG applied IHG MyLearning usage to direct and give the lesson on the standards that had been applied. Besides, there were other benefits in IHG MyLearning, such as employee result that was intended to the employee for expressing their ideas towards work findings or other information. Thus, IHG MyLearning was not only providing module and materials, but also able to be a forum for the employees to share what they had got and all of them could learn together.

As the E-Learning, IHG MyLearning also had strengths and weaknesses. According to Tjokro (2013), from its strengths, it applied interesting visual, had minimum cost, provided relevant materials, and could be accessed anywhere and at any time. Those things had been traced and revealed from each informant regarding their experience regarding to IHG MyLearning usage. Meanwhile for its weaknesses, it needs internet access with huge bandwidth with a set of computer unit to do it, then a system which could be down so it hindered learning process, spent a lot of time to do it, and there were some paid materials.

Other than that, there were some obstacles found which had mentioned by Human Resources regarding to the implementation as E-Learning, they were personal and technical constraints. Personal constraint is related to the difficulties in finding a person who wanted and had high curiosity to learn new things, as well as obtain a lot of knowledge. Sometimes there were some employees who underestimated IHG MyLearning, so they neglected their tasks in finishing the training. Meanwhile the training was compulsory to be done by all IHG employees. While for technical constraints, it was still related to those who had no computer, or different comprehensive level for understanding foreign language. Therefore, at the moment, there is a solution that has been done such as the planning for buying computer and placing it in Training Room. It is expected that every employee who has no computer or laptop can easily do the task because the facility has been provided by HRD.

IHG MyLearning Implementation in Front Office Departement

Front Office as one of the departments determined by the researchers to know the implementation of IHG MyLearning as a mean of online learning in attempt to human resources quality enhancement at InterContinental Hotel Bandung Dago Pakar. Therefore, the discussion in this part leads to the implementation of IHG MyLearning in Front Office. Based on the answer from the informants which had been determined, they were Assistant Front Office Manager, Instant Service Agent, Guest Service Agent, and it was found that their task and responsibility were still related to guest handling. However, there were some obstacles faced which were still related to the guests, and for new staff like Ms. Dea, she still lacked of understanding to her tasks in front office. To overcome those problems so they will not be repeated, there are some ways found through briefing, module, training which have been conducted. Briefing takes place in the morning and evening in accordance with their shift, afterwards the employees are given training for ten minutes through the module available in IHG MyLearning, namely Ten Minutes Training. It is included in verbal and direct training which is delivered in the briefing. Meanwhile, there is a non-verbal training, named self-training, through IHG MyLearning which is obligatory to be done by the employees. To attract the employees to be enthusiast in the training, Assistant Office Manager often gives rewards or appreciation in the form of food and also certificates signed by General Manager and Front Office Manager to those who get best achievement.

From the employment side, they felt that sometimes IHG MyLearning was quite boring and there were repetition materials and it went on the same things, yet there were some which had been renewed by IHG. Then, IHG MyLearning was obligatory to be done, if not they would have got fined. This makes the employees feel a compulsion to do the training, moreover some feel less motivated to do it as well. Aside from that, there were important things found which mentioned that sometimes theory and practice were not in line. After studying the materials even theories from IHG MyLearning, they still needed adjustment and improvement in the field. Adjustment is to be able to adapt with the situation in the field, so the theories are not necessarily to be justified, and when the theories are justified, we can look back what should be done when those matters are contradictory with the situation in the field by doing improvement. For other constraints mentioned that IHG MyLearning can experience a failure at any time or the system is down. Those things hinder the process of doing Merlin. Other than that, there is also an obstacle to password changing which must be renewed after 90 days. This has been confirmed by Mr. Fitra Abdi Agustian as the IT Manager at InterContinental Hotel Bandung Dago Pakar.

IHG MyLearning Implementation in Attempt to Human Resources Quality Enhancement

The quality of human resources can be measured from skill, knowledge, attitude, motivation, personal attribute, or behavior. The implementation of IHG MyLearning is striven to enhance those qualities. And, actually, those qualities are integrated one to another. From the usage skill, they felt that they got the knowledge on how to work appropriately in accordance with their own sector, like a new employee who had not understood yet, they learnt through IHG MyLearning. Finally they could obtain the knowledge and theory on the job they did and that was the output they could get with the enhancement of skill, from unable to be able to do.

As from the knowledge, the knowledge is not only a theory, but also a knowledge regarding to foreign culture which can be learnt. There is also an enhancement and mastery of foreign language, which is learnt through words or sentences provided in IHG MyLearning. While for attitude, it is a result from skill and knowledge and firstly learnt from knowledge, then it is applied to the practice and generating skill. Afterwards, the skill is finally formed attitude in an individual. From the motivation, some are proud of and motivated to do the job properly. It is obtained from the confidence which has mastered the theories and ways of work provided in IHG MyLearning. Meanwhile, some are less motivated due to IHG MyLearning can only improve the skill and add the knowledge. Thus, none of all obtained and expected results can be achieved.

Then, based on observation conducted by the researchers, IHG MyLearning played a role in improving personal attribute and behavior, yet was not reaching directly and thoroughly. Through personal attribute, the employees are able to have their own characteristics, for instance A is known as a person who has integrity and it can be obtained from culture and value of the person. While through behavior, it can be formed from the environment. However, IHG MyLearning is an e-learning method which has no teacher, trainer, or supervisor. In order to be able to improve personal and behavioral attribute, a role of teacher or trainer is needed in providing direct teaching. Hence, for IHG MyLearning case, it cannot stand by itself and it must be combined with in-class training, so the theories learnt can be maximized through direct practice.

CONCLUSION

Based on the explanation above, it can be concluded that IHG MyLearning is a self traning through e-learning system for IHG's employees, referring to organization's needs and the output resulted must be in accordance with IHG standard. Towards the skill, IHG MyLearning can provide the learning through theories, but it needs offline training support. Meanwhile, towards the knowledge, IHG MyLearning has given the knowledge which is adjusted to each person's needs and there is foreign language use which can be applied, so the users can experience the enhancement of their foreign language mastery. After having skill and knowledge, the output resulted is good attitude. As for motivation, IHG MyLearning influences the confidence which emerges the motivation. On the other hand, it does not seem to influence the motivation since it can only improve the skill and knowledge. Meanwhile, IHG MyLearning also plays a role in enhancing personal and behavioral attributes, yet it does not reach directly and thoroughly. Personal attribute can be obtained from personal culture and value, while through behavioral, it is formed from the environment. Therefore, in improving personal and behavioral attributes, IHG MyLearning cannot stand alone and the role of teacher or trainer is needed in providing direct teaching.

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THE EFFECT OF SOCIO-DEMOGRAPHIC AND TRAVEL CHARACTERISTICS ON UNIVERSITY STUDENTS TRAVEL MOTIVATION

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ABSTRACT

University students represents a significant portion of youth travel market. This market is steadily growing and becomes one of the most lucrative travel businesses. However, there is relatively little known about the travel behaviour of this specific market. This study in particular, utilized the push and pull factors analysis in investigating university students' travel motivations. For that purposes, a total of 500 students from Universiti Utara Malaysia were selected for the self-administered surveys using systematic random sampling approach. Statistical analysis using IBM SPSS 20.0 revealed a number of push and pull factors items that became the most important travel motives. University students travel characteristics including amount of money spent, travel companion, and type of holiday activities captured in this study provide crucial information about their travel behaviour. In addition, the main information source referred by university students when making travel decision were also identified, namely social media, word of mouth, and youtube. Most importantly, travel motivations were found to be significantly different according to socio-demographic profiles and travel characteristics. The findings from this study will be useful for travel suppliers and marketers in designing specialised service experience that could satisfy this niche market.

Keywords: *travel motivation; push and pull factors; university students*

INTRODUCTION

In the past two decades, youth travel has been one of the most dynamic markets of the global tourism sector. The United Nation World Tourism Organisation (UNWTO) projected that by the year 2020, the number of youth travellers will reach 300 million people (UNWTO, 2017). Currently, youth traveller businesses generated USD285 billion towards global tourism receipts in 2017 and is steadily growing to become one of the most lucrative travel market segments (World Youth, Student and Education Travel Confederation [WYSE], 2018). One of the driving forces leading to the increase in youth travel was the availability of low-cost airlines (Demeter, Brătucu, & Palade, 2015). Thus, given the above scenario, there is an urgent need to develop specific policies and strategies to tackle this niche market. In order to develop these policies and strategies, it is necessary to understand their travel behaviours systematically.

Currently, there have been many researches carried out on travel motivation using different theories and models. The intensity of research in this topic was largely due to the importance of motivation in shaping travel behaviour. In fact, motivation is considered as "an internal factor that arouses, directs, and integrates a person's behaviour" (Murray, 1964, p.7). Due to the above reasons, destination marketers are very interested to know about tourists' desire and interest when they travel in order to design holiday experience that meets tourists' expectation. However, until today studies on travel motivation with a focus on university students have received very little attention by the scholars and practitioners. There are a number of reasons for that, first there was a predominant belief that university students travel behaviour is homogenous to other travel markets. Second, there were some difficulties in measuring university students travel behaviour due to limited number of studies in the literature.

LITERATURE REVIEW

There have been many models used to understand travel motivations. Among the theory first used to explain travel motivation was Maslow's Hierarchy of Needs. This theory suggests that people have five levels of needs. It starts with the lowest and basic needs known as "physiological needs" (e.g. food, water, shelters) and ends with the highest level of needs so called "self-actualization" (e.g. desire to become the most one can be). It is theorized that people are motivated to fulfil these needs starting from the lowest to the highest (Maslow, 1970). However, this theory has been highly debated due to lack of empirical evidence and the presence of contradictory findings (Cullen 1997). Despite its weaknesses, it has become the foundation for the travel career ladder model developed by Pearce (1988). This model postulates that travel motivation is highly influenced by a person's life-span and past travel experience (Gibson & Yiannakis, 2002). For example, older people value relaxation highly as compared to the youngster who prefers active physical recreation activity during holiday. Similarly, those who have vast travel experience may want to be closely engaged with the local culture rather than spending time at resorts.

Cohen (1972) meanwhile divided tourists into two major types, namely "institutionalised tourist" types and "non-institutionalised" tourist types in understanding tourist behaviour. Under the institutionalised tourist types there are two groups known as organised mass tourist and individual mass tourists. The organised mass tourists are those who travel in guided group tour and they are considered as the least adventurous. Similarly, individual mass tourist may not join the organised tour group, but still depend heavily on travel agencies for travel arrangement. On the contrary, the non-institutionalised tourist types are categorised into two groups, the "explorer" and "drifter". The explorers are those who plan their trip independently but at the same time still depend on tourism institutions for comfort and familiarity. Meanwhile, the drifter is known as the most adventurous and novelty types of travellers. They plan their trip independently, but there is no fixed itinerary. They often immerse with the host culture and rarely stay at hotels. Some equate this group with the backpacker in many aspects.

Later, Dann (1977) introduced the "push and pull" concept in examining travel motivation. Push factors are those that drive the tourist to leave their home environment to travel (e.g. boredom, stress, escape) and pull factors are those that attract the tourists to spend time holidaying at certain destinations (e.g. sun, sea, shopping, culture). This model was then adopted by Crampton (1979) to examine leisure vacation. Crompton categorised push factors as socio-psychological and pull factors as cultural. The socio-psychological factors such as boredom, stress, and escape not only drive people to go travel, but can also influence the choosing of holiday destinations. The cultural motive on the other hand, is considered as pull factors as it is aroused by the destination, not from within a person.

Another important contribution in travel behaviour literature was by Beard and Ragheb (1983) who developed Leisure Motivation Scales, which divided the travel motives into four subscales; intellectual, social, competence-mastery, and stimulusavoidance. Leisure Motivation Scales can be considered as a robust measurement scales as it was well founded on psychometric properties (Lounsburry & Polik, 1992). In fact, several authors have also utilised this measurement scales in related studies (e.g. Bicikova, 2014; Dillman, 2000; Lounsbury & Polik, 1992; Perret, 2007; Ryan & Glendon, 1998).

Studies on university students' travel motivation have also incorporated the above models as the theoretical foundation. For example, Bicikova (2014) in her study on British student travellers found that the discovery of cultural aspects, spending quality time with friends, and relaxing in a different environment as essential push factors. Meanwhile for the pull factors, students considered low prize, beautiful natural environment, a warm climate, rich cultural heritage, and renowned local food and drink as important when choosing holiday destinations. A study by Perret (2007) using Beard and Ragheb's (1983) Leisure Motivation Scales discovered that a number of motives become highly essential for students travellers were to learn new thing, to satisfy my curiosity, to build friendship with others, to interact with local people, to have fun, to be entertained, to see new cultures and ways of life, and to enjoy landscape and nature.

Kim, Oh, and Jogaratnam's (2007) survey on United State college students identified seven push motives including knowledge, sport, adventure, relax, lifestyle, travel bragging, and family. From that, motives related to knowledge, sport and adventure scored the highest point. On the other side of the world, a study by Nguyen (2014) at a university in Hanoi revealed that the main travel motives were to entertain, to discover new things, to escape from daily life, and attracted to the destination. From the analysis, the majority of the motives found were push factors except one that represents pull factor (i.e. attracted to the destination). It is also interesting to highlight that students chose entertainment as the most important travel motives which were quite contrary to other studies in the west. In addition, this study also lists several essential factors that affected students' selection of destinations including type of destination (e.g. mountain, seaside etc), infrastructure, distance, and safety.

A recent study by Cavagnaro and Steffieri (2015) on student travel motivations discovered three main factors including culture, escapism and relaxation, and vogue. Each factor represents both push and pull motivations. For example, motives such as to know different cultures, feel independent, interact with other people, and study/work can be categorised as "push" under the cultural factors. Meanwhile, under the same cultural factor, seeing a beautiful place can be considered as "pull". The rest of the factors; escapism and relaxation motives are self-explanatory, and vogue on the other hand refers to the influences of fashion trends on travel needs.

In addition, previous studies also observed statistically significant differences in travel motivation according to gender, package and independent tourists among university students (Bicikova, 2014; Kim et al., 2007; Perret, 2007). For example, female respondents were more inclined towards discovering new places and culture as compared to men who were more interested to involve in physical activities likes sports (Bicikova, 2014). Other variables such as education, and income status were also found to influence travel motivations. A finding by Perret (2007) suggests that those with higher education level tends to travel because of knowledge and discovering new things.

METHOD

This research adopts quantitative research approach using a series of statistical analyses. The population of this study was 18,000 full-time students enrolling at

Universiti Utara Malaysia (Student Affair Department, 2018). The sampling size was 500 students and the selection of respondents was based on systematic random sampling approach using the university's library as the point of interception. The research instrument was mainly developed according to studies by Bicikova (2014) and Kim et al. (2007). A five-point Likert scale was used as the response format for the motivation variables, with assigned values ranging from 1 being "Not at all important", to 5 being "Very important". The IBM SPSS 20.0 software package for statistic was used to analyse the descriptive data, t-test, and analysis of variance (ANOVA).

STUDY FINDINGS

Respondents' Profiles

The following table 1 shows the composition of university students' demographic profiles. The majority of respondents were female (66.6%), aged between 18-25 years old (89.4%), Malay ethnic (59.6%), Malaysian nationality (89.6%), and family income of between RM1,001-3,000 (34.6%).

Table 1. Respondents' Profiles

Profiles	Frequency	Percentage	Profiles	Frequency	Percentage
Gender			**Nationality**		
Male	167	33.4	Malaysian	448	89.6
Female	333	66.6	Non-Malaysian	52	10.4
Age			**Family Income**		
18-25	447	89.4	Below RM 1000	72	14.4
26-30	45	9.0	RM 1001-3000	173	34.6
31-35	8	1.6	RM 3001-5000	154	30.8
			RM 5001-700	48	9.6
Ethnic			Above 7000	49	9.8
Malay	298	59.6			
Chinese	133	26.6			
Indian	40	8.0			
Siam	3	0.6			
Others	26	5.2			

Travel Characteristics

A number of travel characteristics were observed during data collection as depicted in the following table. These include amount of money spent, travel companion, types of tour, and types of accommodation. In general, the majority of respondents spent below RM500 per trip (70.6%), travelled with friends (73.0), opted for independent tour (79.6%), and stayed at budget hotels (26.2%). The top five popular holiday activities among respondents were trying local foods (85.0%), visiting interesting places (84.2%), sightseeing (64.4%), shopping (62.8%), and water and beach activities (53.8%).

Respondents also rely on social media (70.0%), word-of-mouth (49.0%), youtube (42.4%), official destination website (37.4%), and travel booking website (31.4%) for travel information.

Table 2. Travel Characteristics

Travel Characteristics	Frequency	Percentage
Amount of money spent per trip		
RM1 - 500	345	70.6
RM501 - 1000	76	15.5
RM1001 - 1500	21	4.30
RM1501 – 2000	22	4.49
RM2001 and above	25	5.11
Travel Companion Last Trip		
With friends	365	73.0
With family	110	22.0
Alone	24	4.8
Types of Tour		
Independent Tour	398	79.6
Packaged Tour	95	19.0
Accommodation Chosen During Last Trip		
Budget Hotel	131	26.2
1 to 3 star hotel	116	23.2
Homestay	103	20.6
Stay at friend or relatives house	72	14.4
4 to 5 star hotel	42	8.4
Youth Hostel	34	6.8
Holiday Activity		
Trying local foods	425	85.0
Visiting interesting places	421	84.2
Sightseeing	322	64.4
Shopping	314	62.8
Water & beach activities	269	53.8
BBQ or picnic	257	51.4
Recreation & adventure activities	233	46.6
Discovering local culture	213	42.6
Socializing with others	193	38.6
Sport and physical activities	163	32.6
Visiting museums & heritage sites	135	27.0
Clubbing	118	23.6
Information Source for Travel		
Social media	350	70.0
Word-of-mouth	245	49.0
Youtube	212	42.4
Official destination websites	187	37.4
Travel booking websites	157	31.4
Travel brochure	87	17.4
Radio	59	11.8
Television	55	11.0
Magazines	53	10.6
Newspaper	43	8.6

Travel Motivation

The following section discusses the results of descriptive analysis of the understudy variables. Table 3 lists the five top push factors that drive students to travel as mental relaxation (m=4.42), having good time with friends (m=4.38), to discover new places and culture (m=4.26), physical relaxation (m=4.17), and gaining knowledge (m=4.16). Meanwhile, the least important push factors were found to be coursework requirement (m=3.79), and clubbing/night club (m=2.92).

Table 3: Push Factor Analysis

Push Factors	Mean Value	Ranking	Standard Deviation
Discover new places and cultures	4.26	3	.641
Have a good time with friends	4.38	2	.632
Relax Mentally	4.42	1	.684
Avoid everyday routine	4.01	8	.959
Develop a closer relationship with others	4.13	6	.905
Relax physically	4.17	4	.930
Be indulged	3.93	10	.906
Meet new people	3.85	11	1.025
Being daring and adventuresome	3.97	9	.924
Finding thrills and excitements	4.08	7	.894
Clubbing/night club	2.92	13	1.501
Gaining knowledge	4.16	5	.835
Coursework requirement	3.79	12	1.025

The following table on the other hand exhibits the results of descriptive analysis for pull factors. The top five factors that drive students to choose travel destinations were affordable (m=4.39), beautiful natural environment (m=4.32), local food and drink (m=4.31), safety (m=4.28), seaside and beaches (m=4.28), and easy access (m=4.26). Meanwhile, the least important factors in choosing holiday destination for students were shopping opportunities (m=3.92), sport facilities (m=3.80), and party reputation of destination (m=3.68).

Table 4: Pull Factor Analysis

Pull Factors	Mean Value	Ranking	Standard Deviation
Easy access	4.26	5	.681
Affordable	4.39	1	.635
Safety	4.28	4 Tied	.931
Beautiful natural environment	4.32	2	.896
Cultural and historical places	4.08	11 Tied	.940
Local food and drink	4.31	3	.841
Friendly local people	4.24	6	.820
Authentic / untouched places	4.08	11 Tied	.881
Cold climate	3.95	12 Tied	.758
Famous tourist sites	4.17	8	.682
Seaside/ beaches	4.28	4 Tied	.726
Popularity of the place among young people	4.14	9	.787

Nightlife and entertainment	3.95	12 Tied	.886
Shopping opportunities	3.92	13	.929
Adventure activities	4.09	10	.881
Party reputation of the destination	3.68	15	1.092
Sports facilities	3.80	14	1.012
Attractive events	4.21	7	.842

The Effect of Socio-demographic and Travel Characteristics on Travel Motivation

The analysis indicates that a number of socio-demographic variables, namely gender, age, and ethnicity play important roles in determining both push and pull factors. For example, it was found that two items under push motivations differ significantly according to gender namely, avoid everyday routine and clubbing/night club. For both of the items, the male respondents scored higher than their female counterparts. Meanwhile for the pull factors, the results indicate that only one item differ significantly according to gender which is cold climate. In this case, female respondents scored higher than their male counterparts.

In addition to that, analysis also suggests that pull motivation items including easy access, affordable, cultural and historical places, cold climate, famous tourist site, nightlife and entertainment, and party reputation of destination differ significantly according to ethnicity. In particular, the Malay students scored the highest in easy access, affordable, and safety aspects than the rest. The Indian students on the contrary preferred cultural and historical places, cold climate, and famous tourist sites as their main pull motivations. Other pull motivations including nightlife and entertainment and party reputation of destination were highly preferred by the Siamese students.

Similarly, several travel characteristics also significantly influenced both push and pull motivation factors, especially amount of money spent, travel companion, and types of tour. For example, push motivations especially being daring and adventuresome, and clubbing/night club motives differ in terms of amount of money spent during the trip. Students that went for adventure-types of activities spent less than the rest. On the other hand, students who went for clubbing and night club outings were found to spend more money than their other counterparts. Likewise, the amount of money spent was also found to influence a couple of pull motivations, especially with respect to easy access, and party reputation motives. In particular, those within lowest budget will most likely consider easy access when making decision to travel. On the other hand, students with medium budget range will most likely seek party reputation of the destination as their pull factor.

In addition, some of the push motivations were also influenced by travel companion. In particular, students who travelled with family tend to visit new places and culture, and having good times with friends. On the contrary, students who travelled alone and with friends tend to involve in clubbing and night club activities.

DISCUSSION AND CONCLUSION

This study has successfully identified a number of key push and pull travel motivation among university students. In general, from push factor point of view, students travel for because they wanted to have a break from study and to socialize with friends. Meanwhile from pull factor perspectives, the most important travel consideration when choosing a destination were affordability, beautiful natural environment, and local food and drink. As students have no steady income, destinations that offer affordable prices will become more attractive. This is also the reason why students preferred to stay at budget hotels compared to other hospitality establishments. Interestingly, previous studies on this topic offer different outcomes pertinent to push and pull factors (e.g. Bicikova, 2014; Cavagnaro & Steffieri, 2015; Kim et al., 2007). Such differences could be influenced by various factors including the location of the study site, socio-demographic profiles, political, cultural, and religious factors.

In this study, several socio-demographic variables and travel characteristics were found to play important roles in determining travel motivation. In this case, age, gender, and ethnicity do influence the decision-making process in travel. Similarly, travel characteristics such as amount of money spent, travel companion, types of tour, and tour activities were found to influence the students travel motivation towards a certain degree. In term of source of information, university students preferred to use social media, word-or-mouth, and youtube as their point of reference when making decision to travel. In fact, very few went to look for information on television, magazines, and newspapers. Thus, social media and internet have now become the prominent point of reference for travel. In conclusion, this study can offer necessary information to destination marketers in promoting travel experience that matches the needs and desires of university students. Without this understanding, a destination may not become desirable to this particular growing market segment.

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ACCESSIBILITIES AND FACILITIES FOR STUDENTS WITH PHYSICAL DISABILITY IN UNIVERSITI UTARA MALAYSIA

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ABSTRACT
People with physical disability needs environment that is accessible to them. Ensuring the accessibilities and facilities of disabled person, especially the physical disabled students is an act that respect their freedom of movement within university area. The objectives of this research are to identify the problems or issues faced by physical disabled students throughout their daily basis in UUM and the building rules and regulations for disability access. The target community to do research subject are definitely physical disabled students that are currently studying in Universiti Utara Malaysia. This study is using qualitative approach which consists of two data collections which is observation and interview. Significantly, the findings and recommendations from the study will give insight to the problems faced by students with physical disability, thus enable the professionals and the person in-charge in the building industry in UUM such as architects, engineers, developers and others to be aware and concern about independent living environment for physical disabled students in UUM.

Keywords: *accessibilities; facilities; students; physical disability*

INTRODUCTION

According to (World Health Organization , 2019), disabilities is a problem in function or structure; a limitation to an activity and a difficulty encountered by an individual in executing tasks or actions. Disability is not just a health problem, but it is also a complex phenomenon, reflecting the interaction between features of a person's body and the features of the society in which the disabled person's lives in. The difficulties faced by people with disabilities requires interventions to remove environmental and social barriers.

Current population in Malaysia for 2018 are estimated at 32,382,300 persons (Mahidin D. , 2019). There are 453,258 persons that were registered under Person with Disabilities (PWD) by the Department of Social Welfare Malaysia in 2018, which took part 29 percent of a whole population in Malaysia. PWD in Physical Category was recorded as the highest number which was 35.2 percent, followed by Learning Disability Category that was 34.8 percent, Visually Impaired Category that was 8.9 percent and the lowest was Speech Category, which was 0.5 percent (Mahidin D. , 2018).

Accessibility concern the physical condition that enable safe and autonomous participation of individual in public and private areas, providing greater social inclusion and higher quality of life (Áfio, 2016). Ensuring the facilities of disabled people, especially people with physical disability is an act that respect their freedom of movement, permitting them to use public services like other people does. This matter requires a serious concern to ensure the convenient and equity to disabled people.

Nowadays, discrimination among disabled people are out of our hands, inflicting the exclusion of disable people from social life. The most solid physical exclusions by disabled people are the constraints within the facilities and accessibilities to public areas. Some disabled people are willing to work, furthering their study in higher education and socialize. However, they are unable to do so because of the insufficient facilities and accessibilities at most of the public areas.

A lot of public and private buildings like residential flats, office buildings, shopping centers, hospitals, schools and universities are not well-equipped with facilities for disabled people. The facilities that are important for disabled people accessibilities are such as ramps, lifts, escalators, underfoot warning, and seat for wheelchair users. Some of these facilities are already being developed at certain places, but majority of the facilities are unsafe and being conquered by healthy people with no common sense.

Universiti Utara Malaysia offers a lot of accessibilities and facilities for physical disabled students. However, does those accessibilities and facilities makes the physical disabled student's life become easier? This study attempts to answer this question with a goal of identifying the problems faced by physical disabled students regarding the accessibilities and facilities provided in UUM and identifying the building rules and regulations for disability access. The right measure should be implemented for disabled students, especially physically-impaired students to be able have a freedom of movement within UUM.

LITERATURE REVIEW

According to (McCombes, 2019), literature review is a survey of sources from books, journal articles, and thesis on one particular topic. It gives an overview of key findings, concepts and developments in relation to a research problem or questions. It is also summarized sources to show the state of current knowledge in relation to a research question or a problem statement.

Accessibilities

According to (Litman, 2019), accessibility refers to people's ability to reach goals, services and activities. Many factors affect accessibility, including physical movement, the quality and affordability of transport options, transport system connectivity, mobile substitute and land use patterns. Accessibility can be evaluated from various perspectives, including mode, location and activity.

Plus, as stated by (Hull and Karou, 2012), accessibility is about movement and the ease of getting around from place to place. Accessibility instruments focus on origins of people, some on opportunities and some on connection. It can be split into four aspects; origins and destinations, time, available transport modes and the characteristics of passengers including gender, age, physical condition and type of job.

Meanwhile, in an article wrote by (Rosenberg, 2018), accessibility is defined as the ability to reach a place with respect to another place. It refers to the ease of reaching destinations. People who are in locations that are more accessible will be able to reach activities and destination faster than those in inaccessible locations.

In this study context, accessibility defined as the ability of the students with physical disability to be able to go to places within UUM. This includes the toilets, student lounges, their room at the residence, lecture halls and library. These locations are observed to have only a few or none accessibility for students with physical disability in UUM.

Facilities

Based on (Clarke and Eck, 2007), facilities are places with specific public or private functions, such as stores, restaurants, bus stops, apartment building, public swimming pools, ATM, libraries, parking lots, railway stations and shopping malls.

In this study, facilities are narrowed down to parking, disabled toilets, ramps, walkways, handrails, doorway or main entrance, staircase, prayer room and signage that are specifically designed for disabled students especially ones with physical disability in UUM.

Physical Disability

Based on (Ministry of Education New Zealand, 2015), physical disability are difficulties associated with sitting, standing, getting into position, moving and using the facilities.

However, according to (Handicaps Welfare Association, 2019), it is defined as constrained by their physical ability to perform an activity independently such as walking, bathing and toileting. A person can be physically disabled due to two reasons; Congenital/Hereditary – the person has physical disability since birth or they acquired – the person acquired the physical disability through road or industrial accidents, infections and disorders.

In this study and UUM context, physical disability can be defined as both of the definition stated above. It is a difficulty that effect or comes from someone's physical condition. It is focused more on the student whom need a tool for walking such as crutches, wheelchairs and any kind of mobility aids.

METHOD

Methodology is a systematic, theoretical analysis of methods applied to collect a data. It contains theoretical analysis of the body of methods and principles associated with branch of knowledge. Typically, it compasses concepts such as paradigm, theoretical model phases and qualitative or quantitative techniques (Usman, 2014). This chapter is used to review and analyse the methods of collecting information related to accessibilities and facilities for students with physical disability in UUM.

This research adopted the qualitative approach. Qualitative approach usually emphasises the socially constructed nature of reality. It is about recording, analysing and attempting to uncover the deeper meaning and significance of human behaviour and experience. This method does not rely on pre-determined hypotheses. Nevertheless, this method will find their own hypothesis by observation and interviews. An important point about qualitative method is that there is no attempt to generalize the findings. It seeks to convey on why people have thoughts and feelings that might affect the way the behave (Austin and Sutton, 2015).

Types of data used in this study

The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed. Regardless of the approaches for defining data (quantitative or qualitative), accurate data collection is essential to maintaining the integrity of research (Kabir, 2016).

Primary Data

The primary data is a data derived from first-hand-experience. It has not been published yet and is more reliable, authentic and objective. Primary data has not been changed or altered by human beings; therefore its validity is greater than secondary data (Kabir, 2016). For example, observation, interviews and survey. In this study, researcher will only include observation and survey.

Observation

There are a pros and cons in conducting observational method. The pros are that observational method allows researchers to create and observe actual situation. Instead of using data to try and predict the actual situation, observation validates with actual results.

The cons for observational method is observation only tells one part of the story. Attitudes and opinions cannot be clearly expressed only through actions and it may not be the clearest picture possible.

This method will be use when the researcher is having a usual daily routine in UUM as a student; going to classes and participate in activities conducted in UUM. This method is used to identify the factors of problem statement.

Interview

There are two kinds of interview methods which are formal interview and non-formal interview. For this project, researchers will be using both kind of interview methods This interview method provides advantage over data collecting method. It provide an accurate screening and can avoid falsification facts that researcher could find on the internet.

As with any data collecting method, interview also provide disadvantages. Costing would requires a lot to the researcher. One interviewee with another would be at different places with different thought. Researcher will have to spend a lot to meet the interviewee for data collection.

The interview will be conduct at UUM, Sintok for 4 months, starting from 17th February until 17th May 2020. Researcher will be interviewing 4 respondents with physical disabilities. Researcher did not only focuses on local students only, but also international student as well. Both female and male students will be involve.

Secondary Data

Secondary data is a method that uses data collected by others. The data obtained from the website, journal reports and so on. This method can support the primary data and strengthen the facts collected in the process of gathering information. For example, reference and data analysis.

Reference

This method is carried out by referring to textbooks, reference books and newspapers in the library for additional information. In addition, researchers also make a referral through the several websites from the internet. This method usually an additional method to the project.

Data Analysis

The next step to complete the project is to analyse the data. The data obtained from the interviews should be analyse qualitatively in words and phrase repetitions, primary and secondary data comparisons and search for missing information. Linking all data findings to hypotheses or research aim and objectives.

Data collection details

Interview is a method to determine a researcher's target audience perspectives, problems of the accessibility and facilities in UUM. The interview will be conducted at UUM, Sintok for 4 months, starting from 17th February until 17th May 2020.

Researcher will be interviewing 4 respondents with physical disabilities. Researcher did not only focuses on local students only, but also international student as well. Both female and male students will be involve.

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THE IMPACTS OF *ADA APA DENGAN CINTA* 2 FILM TO TOURISM DEVELOPMENT IN YOGYAKARTA

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ABSTRACT
The aim of this paper is to study the impacts of the movie Ada Apa Dengan Cinta? 2 *(AADC 2) on the tourism development in Yogyakarta. AADC 2 was released in 2016 and became second best-selling movie of that year. The result of this research is to find out the impacts of the mentioned movie on the tourist's enthusiasm to visit Yogyakarta and its impacts on the shooting location. This research was conducted by visiting the shooting locations and interviewing 9 (nine) informants, consisting of 3 (three) owners and manager of the locations, 4 (four) visitors of the locations, 1 (one) Yogyakarta-based social media influencer, and 1 (one) representative from the Government Tourism Office of Special Region of Yogyakarta. This research was based on descriptive qualitative method and analyzed by using Miles and Huberman technique, which included data reduction, data display, and conclusion drawing. The result of this study concluded that there was, indeed, a real impact on the phenomenon of film-induced tourism in Yogyakarta, which is shown by the increasing enthusiasm and visit of the tourists to the shooting location of AADC 2.*

Keywords: *film-induced tourism, shooting location, impacts*

INTRODUCTION
Indonesia is a country that has great potential in various important sectors such as mining, culinary, culture and tourism. One of the sectors that becomes prime selling value and is continuously developed throughout the world is tourism. According to Minister of Tourism Arief Yahya, for Indonesia, tourism is a contributor to GDP, foreign exchange, and easy and inexpensive employment (www.dpd.go.id). Therefore, at the moment, Indonesia is starting to promote its diversity of tourism and culture.

Along with the advances in technology and art, the forms of tourism are also developing. One of its forms is film tourism, a new tourism trend, in which the choice of destination is motivated and inspired by a film. This is encouraged by the ability of film as a medium for message deliverance and mass communication tool. A film and media in general can be an efficient promotional medium.

Film tourism has an effect on improving the economy and the relationship between film and tourism industry. Asside from providing pleasure and satisfaction for tourists, film tourism also offers spiritual wealth and new experiences. Film can be one of the causes that influence the journey of an individual (Iwashita in Vagionis and Louminoti, 2011). After watching a film, people are motivated to experience visiting a place that they see on the screen themselves. Everything that causes people want to visit something because of the influence of the film is hereinafter referred as film tourism (Karyadi, 2015).

Film tourism *(film-induced tourism)* is a visit done by tourists to a destination which is shown on television, video or on the cinema screen (Hudson & Ritchie, 2006a).

One of the causes of the increasing popularity on film tourism is the increase on number of people who like to travel and the developing world of entertainment (Hudson & Ritchie, 2006b). When people seek what they see on a movie screen, they are film tourists (Busby & Klug, 2001).

One of the films in Indonesia that encourages a massive increase in film tourism is *Ada Apa Dengan Cinta?* 2 released on 28th April, 2016. The film produced by Miles Productions is a sequel to *Ada Apa dengan Cinta?* which was released in 2002. The film successfully reached 3.6 million viewers and became the second best-selling Indonesian film in 2016, starred by Dian Sastrowardoyo as Cinta and Nicholas Saputra as Rangga (filmindonesia.or.id). In the second film that surpassed the succes of the first film, Cinta who was on vacation with her friends in Yogyakarta was accidentally reunited with Rangga who visited his ill mother. The reunion after 14 years of separation then involved a series of debate which was ended with a heart-to-heart talk. Together, they toured to various tourist and culinary locations in Yogyakarta such as Chicken Church, Ratu Boko Temple, ViaVia Bakery & Resto, Klinik Kopi, Punthuk Setumbu, Sate Klatak Pak Bari, Sellie Coffee, and many other locations which later became very popular to be visited by tourists.

Yogyakarta itself has already had a unique charm that attracts people to visit, study, work or even live in. The area with the status of Special Region of Yogyakarta was established by Prince Mangkubumi (Sultan Hamengkubuwono I) and originally named Ngayogyakarta Hadiningrat. It was founded in 1755 as a result of the Giyanti Treaty. Yogyakarta later grew into a city full of classical Javanese culture and art such as *geguritan* (poetry), dance, painting, gamelan, *tembang* (song), literature and carving (http://ciptakarya.pu.go.id). In addition, this city also has an ancient architectural attraction and cultural assets, and is known as a student city.

Obviously there are many factors that cause the development of tourism in Yogyakarta. In April 2016, *Ada Apa Dengan Cinta? 2* (AADC 2) film took a shot in several locations in Yogyakarta. The film was managed to become one of the best-selling films in 2016. Therefore, researchers conducted a research on the impact of the AADC 2 film on the development of Yogyakarta tourism.

METHOD

This study applied qualitative research method. According to Yin (2011), there are five elements that form the definition of qualitative research, they are (1) studying the meaning of human life in real-world conditions; (2) representing point of view of people in a study; (3) covering contextual conditions in which the person lives; (4) providing views or concepts that are able to explain human's social behavior; and (5) using multiple sources of evidence and not only from a single source.

In this study, the data was collected through by semi-structured interviews with nine informants selected by the convenience sampling and purposive sampling methods. The results of the interview were also supplemented with observations and documentation.

Validity and Reliability

In a study, there must be a validity process to ensure the truth. The reliability implies that the instruments used in a research to obtain the required data can be trusted. This study applied triangulation techniques to test the accuracy of the data collected during the data collection process.

According to Sugiyono (2013) source triangulation is testing the credibility of data by checking the data obtained from several sources. Triangulation of sources in this study will be conducted as follows:

a. Comparing interview result to collected documentation data
b. Comparing observation data to interview result with informants
c. Comparing interview result from one informant to another

After data triangulation was carried out, the researcher would conducte data analysis through data reduction and data presentation descriptively to draw conclusion from this study.

Data Analysis Technique

All the data obtained in data collection, such as interview and observation results, as well as documentation secondary data, would then be tested using source triangulation technique to test their validity and reliability. Afterwards, they were analyzed descriptively and focused towards the impact before and after those locations were used as *Ada Apa Dengan Cinta? 2* filming location, as well as the increase of tourists visit to the locations mentioned.

In presenting the data in order to be easily understood, qualitative data anaylisis would be conducted with interactive analysis model from Miles and Hiberman, consisted of three activity flows as follows:

a. Data Reduction

Collecting the data from the informants through interview and reducting the data which were irrelevant or not needed.

b. Data Presentation

After the collected data were reducted, they were later presented in the form of narrative description.

c. Conclusion Drawing

The result showed that there are impacts from *Aada Apa Dengan Cinta? 2* film towards the growth of tourism in Yogyakarta.

RESULTS AND DISCUSSION

Based on the data obtained by the researchers through interview and observation processes as well as documentation, there are several points obtained in A, B, C, D as follows:

A. Towards Sites Owner and Manager

1. **Types of sites visitor.**

   From the results of interview with the informants, it was found that types of visitors who came to the location were young people, families, coffee fans, and people who watched AADC 2 film.

2. **The condition prior becoming AADC 2 film setting.**

   Before becoming shooting location for AADC 2 film, ViaVia Resto, were mostly visited by foreigners, Kopi Kopi was operated from 16.00 to 23.00, and Sellie Coffee was operated from 12.00 to 24.00. Sellie Coffee working area is also smaller after it was used for AADC 2 filming.

3. **Positive and negative impacts after being used as AADC 2 film setting**

Positive impacts felt by the managers and owners of the locations were the increase of the income, visits, and job offers. The negative impacts felt were the crowds of many visitors which sometimes cause the inconvenience and road congestion, and the emergence of shocked culture shocked. However, these negative impacts can be properly overcome by each location manager.

4. **The changes or actions taken regarding to the implacts of AADC 2 film towards locations.**

   The shortening of Klinik Kopi working hours which was initially from 16.00 to 23.00, became only 20.00. Whereas in Sellie Coffee, it was from 12.00 to 24.00, now it starts from 17.00.

5. **Opinions and expectation for film-induced tourism phenomena**

   Because the three site owners and managers felt positive impact of film tourism phenomena, all of them supported the development of film tourism, especially in Yogyakarta, and stated that film was indeed a powerful promotional tool.

B. Towards Sites Visitors

1. **Motivation to visit the sites**

   The motivation of the informants to visit the sites was having culinary tour to Yogyakarta since they know it from AADC 2 film.

2. **The knowledge of AADC 2 film and its relation to the sites where they were**

   All informants have watched AADC 2 film and they knew the location where they were have ever been used for its shooting, also the scene was taken place in that location.

3. **Opinions on tourism condition in Yogyakarta and its development**

   For native people, tourism in Yogyakarta is continuously developed year by year and it can be seen from better infrastructure provided. While for international tourists, Yogyakarta is considered to have much attractiveness, yet it can be developed more from the accessibility and infrastructure.

4. **The impacts from AADC 2 film**

   For native people, it is clearly felt that AADC 2 attracts tourists to visit the sites of film setting. Some sites which were previously less popular and undeveloped, usch as Chicken Church and Punthuk Setumbu, now are becoming famous and maintained. Furthermore, for international tourist from Malaysia, AADC 2 could introduce Yogyakarta to its audience and raise the desire to visit it.

5. **Opinion regarding film-induced tourism.**

   The informants, who were the sites visitors, supported the development of film-induced tourism due to its positive impacts, great influence, and capability to be an effective promotional tool for certain tourism sites.

C. Towards Yogyakarta-based Social Media Influencer

1. **Backround of becoming social media influencer.**

   The first time for Ari Sebastian became a social media influencer when he won Mister Teen Indonesia in 2015 with Social Media Influencer title.

2. **Opinion on tourism in Yogyakarta.**

   Accroding to Ari, Yogyakarta had various tourist attractions, ror example, nature tourism, artificial tourism, and culinary tourism. Additionally, the condition of its tourism was continuously developed and it had better infrastructure.

3. **The knowledge of AADC 2 film and the location used for filming.**

Ari has watched AADC 2 film and ever visited several of its filming locations for working purposes, that was in Lokal Resto and Villa Sunset.

4. **The changes felt as influencer and endorser after Yogyakarta was used for filming AADC 2 film.**

   According to Ari, after Yogyakarta was used for filming AADC 2, several companies took the advantages of the popularity of AADC 2 and recruited him to be advertising star for some products in the locations for filming AADC 2. He said that the companies assumed the concept which realted to the film was easy to remember and memorable towards society.

5. **Opinion regarding film-induced tourism.**

   He argued that film had great influence and was able to be a mean of promotion, introduction, and information, as well as owned persuasive factor which could attract people to visit the sites which had been used as a setting of a film.

D. Towards DIY Tourism Agency

1. **General tourism condition in Yogyakarta.**

   There are three major indicators which became the parameter of DIY Tourism Agency's work achievement in developing tourism in DIY, they were number of tourists, length of stay, and expenditure. From one year to another, there was a gradual increase for those aspect although it was not significant compared to Bali.

2. **Tourism development in Yogyakarta after becoming AADC 2 film setting.**

   Tourism Agency of DIY had the report and clearly saw that there was rapid increase on number of visitors to the locations of AADC 2 filming. Moreover, after AADC 2 "booming", coffe shop business and hangout culture of the youngsters seemed to be developed in Yogykarta.

3. **The length of impact from AADC 2 film towars tourism in Yogyakarta.**

   The impact of AADC 2 film was more or less felt for a year after the movie was released in April 2016, although until 2019 it still can be felt.

4. **Pull factor for tourists in relation to film-induced tourism phenomena.**

   Mr. Don Charles said that film had impact in national scale which was able to be the encourgament for attracting the tourists to visit tourism sites.

5. **Opinion and expectation towards film-induced tourism phenomena towards tourism in Yogyakarta.**

   As the representative of DIY Tourism Agency, Mr.Don Charles expected that Yogyakarta could be the film setting for world qualified movies in the future, especially for the places which had not been explored yet. He also expected that the new airport which soon would be operated in Yogyakarta could also support the development of tourism in DIY.

General Tourism Condition in Yogyakarta

From the overall interviews and observations done by researchers, the results of tourism conditions in Yogyakarta in general was obtained. Every year, tourism condition is improved. It is measured by several work success indicators, including the number of tourists, length of stay, and tourist expenditure. Although the number is not overly significant and still lower than Bali, but the increase continues to occur either from the number of foreign or domestic tourists.

From long time ago, it had been known that Yogyakarta had various interesting tourist attractions, ranging from historical tourism such as Prambanan Temple and Ratu

Boko Temple, nature tourism such as Mount Merapi and Kaliurang, cultural tourism such as Keraton, commercial tourism in Malioboro. Up until now, there are more coffee shops with affordable price which become a favorite place to hangout by young people. No wonder the area continues to be busy, especially on the weekends.

More tourist attractions and entertainements in Daerah Istimewa Yogyakarta (DIY) make it to become one of favorite destinations for the tourists. In 2016, it was recorded that there were 21.445.343 domestic tourists visited tourists attractions in DIY Province which were historical and cultural sites, museums, tourism kampong, and other attractions. While in 2017, the number of international and domestic tourist who visited tourists attractions increased to 25.950.793 (www.visitingjogja.com).

Aside from that, it is important to understand that although the focus of this research is the impact of film tourism phenomena towards tourism in Yogyakarta, there are many other factors which emerge the increase of tourists to Yogyakarta in general. One of them is MICE activity which in 2016 there were 14.069 events held in starred hotel, joined by 951.527 participants. In 2017, it was recorded there were 16.135 MICE activities joined by 1.046.908 participants (www.visitingjogja.com).

The number of tourist attraction and interesting activities that draw visitors to come to Yogyakarta become the major factors in the increase of number of tourists to the area. The film tourism phenomenon appears to be one of the pull factors. All the factors mentioned are supported by better infrastructure development in each year, such as the construction of new roads and airports, although there is a space remained for more improvements in the future for tourism development of DIY.

The Impacts of AADC 2 Film towards Tourism in Yogyakarta

According to researchers' interview results, documentation, and observation, there were positive and negative impacts of *Ada Apa Dengan Cinta? 2* (AADC 2) film obtained to tourism inYogyakarta. All parties stated that AADC 2 film caused an uproar or euphoria effect which caused an increase in popularity of the locations that were used as shooting locations. Those which were used for filming AADC 2 film were the anti-mainstream destinations or previously they were not widely known by public.

Tourists from many regions, even abroad, arrived at those locations and tried to capture the moment at certain points or locations which became scene settings in AADC 2 film. It was, in additionally, not only raising the location's popularity but also enhance the profit of managers and owners. AADC 2 film also had positive impacts to other businesses in Yogyakarta, such as coffee shops development and creating opportunities for travel agents to offer AADC 2 themed tour packages.

As for the negative impacts of the crowd from the AADC 2 film including road congestion, protests from local residents due to the crowd, and culture shock. Nevertheless, these negative impacts can be overcome and understood by the concerned parties.

Film-Induced Tourism Phenomena in Yogyakarta

Based on the results of interviews and observations done by researchers, it is showed that Yogyakarta is an area that is familiar with arts, such as painting, dance, music, and also film. Many films have selected Yogyakarta as their filming location, varied from indie films, FTV, and national films. The appearance of various locations in the film can attract visitors to the related location, especially if the film is seen and favored by many people. Those are later referred to as the phenomena of film tourism or film-induced tourism.

The phenomena of film-induced tourism that occur in Yogyakarta are caused by various factors, such as the audience's interest to the film due to the storyline, the preference of the film actor, and the interest towards the location appeared in the film. Those factors also cause AADC 2 to successfully increase film tourism in Yogyakarta. The film has become one of the best-selling films in Indonesia up until now, starred by a row of top artists and actors, and also supported by interesting shooting locations.

All parties who became informants in this study supported the development of film tourism, especially in Yogyakarta, because it was considered to have positive impacts. Although there have not many films like AADC 2 which was able to support the development of film tourism in Yogyakarta, it is expected there will be more qualified films to be made there.

CONCLUSION

Based on the results of analysis and discussion explained above, it is showed there were several influential impacts from *Ada Apa Dengan Cinta? 2* (AADC 2) film to tourism in Yogyakarta. Those can be seen from the increase in destinations' popularity that were used as film setting of AADC 2 film, and they led the increase in the number of visitors to those places. The pull factors that cause the phenomena of film-induced tourism in Yogyakarta with the AADC 2 film benchmarks are including the success of the film, the charm of the artists and actors, and the tourist attraction of each film shooting location.

The impact of the AADC 2 film to tourism in Yogyakarta is still felt today, yet the effect was not as large as the initial screening time of AADC 2 film, precisely in April 2016. The impact of an increase in tourist visits because of the film is mostly felt for a year after the screening. However, due to the positive impact of film-induced tourism seen from AADC 2 film, all parties who became the informants in this study agreed that film tourism should be developed and it is expected that Yogyakarta would be a shooting location for qualified films with global audiences.

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THE ANALYSIS OF "JOGJA ISTIMEWA" AS THE TOURISM BRAND OF YOGYAKARTA AND THE IMPACT OF TOURISM ACTIVITIES IN TERMS OF ENVIRONMENTAL, ECONOMIC, SOCIAL AND CULTURAL ASPECTS

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ABSTRACT

Yogyakarta is one of the top tourism destinations in Indonesia. With all its uniqueness from the society, city, to Kraton which still exist as well as Sultan who still rules Yogyakarta, makes Yogyakarta city special. The diversity of tourism objects in Yogyakarta which varies from nature tourism, cultural tourism, shopping tourism, culinary tourism to educational tourism are attracting both domestic and international tourists. This research aims to know the effects of "Jogja Istimewa" brand on the tourism of Yogyakarta by assessing the brand using the brand equity factors based on consumer's behavior and the effects of tourism activities in environmental, economy, cultural and social aspects. This research uses a qualitative descriptive method, in which six informants from the Tourism Offices, Indonesia's Association of Tourism, Indonesia's Association of Hotels and Restaurants and tourists or travel blogger as were interviewed using an in depth interview as the data collection method. This research uses data reduction and data source triangulation as its analysis techniques. The research results have showed that the amount of Yogyakarta's tourists increases every year and the "Jogja Istimewa" brand is considered to be more suitable to describe Yogyakarta's conditions than the previous brand. The "Jogja Istimewa" brand has also been recognized by the tourists who visit Yogyakarta and it also enhanced the impression and value of tourism product in Yogyakarta. Lastly, tourism activities have several effects such as positive effects in the environmental, economic, social and environmental aspects.

Keywords: *brand, brand equity, effect of tourism activities*

INTRODUCTION

Indonesia is a country that has numerous natural resources and cultures, both of which are an important part of the Indonesia's tourism. This statement is true based on the fact that there are a lot of tourism destination in Indonesia that can be categorized as natural tourism, cultural tourism, religious tourism, and culinary tourism. Indonesia itself has two tourism brands, the first one is *Pesona Indonesia* and the second one is Wonderful Indonesia.

Both of these brands are a promise which state that the tourism in Indonesia has many different wonders both in the human aspect and in the natural aspect. Both of these brands have the same logo and color, which is a bird with five different colors in each feather. As a general rule of thumb, the brand *Pesona Indonesia* is to be used by the domestic media to promote the Indonesia's tourism to domestic tourists while the brand Wonderful Indonesia is to be used by foreign media to promote the Indonesia's tourism to foreign tourists.

Being the second oldest city in Indonesia turns Yogyakarta into one of the biggest city in the Java Island. Jogjakarta has many different tourist destinations which causes the number of tourists to increase. As one of tourist destination in Indonesia, the city of Yogyakarta also has a brand that represent its city which also functions as a tool in promoting and marketing the tourism of Yogyakarta City. According to Kartajaya and Yuswohady (2005), city branding can be defined as a strategy that is chosen by a country or a region to create a positioning which will strengthen the city's / region's image in its customer's mind, just like a positioning of a product of service. Thus that particular region can be better known by the world and gain a good image. With that statement above, it can be concluded that a brand is very important for a tourist destination because having a brand creates a good perception about a tourist destination in both the current tourist's and the future tourist's mind.

In 2001, "Never Ending Asia" became the promotional content of the city of Yogyakarta and 14 years later, in 2015 the government of the special region of Yogyakarta changed the "Never Ending Asia" brand into "Jogja Istimewa".

By having "Jogja Istimewa" as its city branding and one of the tourism marketing strategy for Yogyakarta, hopefully it can increase the interest of both national and international tourists to visit Yogyakarta as a tourist destination.

In building a strong brand, there has to be an evaluation in regard to that brand in order to understand how far has the function and goals of the brand been achieved.
There are two problem statements in this research:

1. How does the brand "Jogja Istimewa" affect the tourism in Yogyakarta
2. How does the tourism activities affect the environment, economic, social and cultural aspects in Yogyakarta

Therefore, the purpose of this research is to understand whether the brand "Jogja Istimewa" has an impact towards the tourism in the city of Yogyakarta and to understand the impact of the tourism activities in the field of environment, economy, social and culture.

METHOD

This research uses a qualitative research method. According to Sukmadinata (2007) qualitative research method is a way to describe and analyze people's phenomenon, event, social activity, belief, and perception of both individual or group.

The primary data source of this research came from several informants that were selected by the researcher. The primary data of this research came from the interview result with the office of culture and tourism Jogjakarta, Hotel and Restaurants association Yogyakarta, Jogja Tourism Board, Himpunan Pariwisata Indonesia Kota Yogyakarta and travel blogger. While the secondary data source came from internet research

The data in qualitative research is analyzed by using a qualitative descriptive method — which is a technique that thoroughly describe the data that was received during the research process. According to Miles and Huberman in Sugiyono (2014) qualitative data processing need to be conducted interactively and continuously until it is finished. If the answer is deemed unsatisfactory, then the research need to be continued up until a certain stage. Several activities in data analysis are: data reduction, the presentation of data and conclusion.

In this research, to test the validity of the research data, the researcher uses a triangulation technique.

RESULTS

Based on the data that has been received, as a whole the data shows that the number of tourists who visited Yogyakarta increases every single year and the brand “Jogja Istimewa” is considered more suitable in representing Yogyakarta. In accordance to the theory about other proprietary assets from the book Brand operation (2010), the brand “Jogja Istimewa” has become an asset that enable Yogyakarta to be more competitive in comparison to the previous brand which was “Never Ending Asia”. Ever since it was introduced by Sultan Hamengkubuwono in 2015, the brand “Jogja Istimewa” has become a mascot for Yogyakarta and it is owned by Yogyakarta therefore no other regions are allowed to use this brand.

The brand “Jogja Istimewa” is often used in Yogyakarta both in and outside the tourism field because there are no special requirements to use this brand. Every stakeholder, institute, activities and organizations in Yogyakarta are allowed to use it. In the tourism field itself the usage of “Jogja Istimewa” has been used by a lot of tourism objects such as taman budaya and the activities that were held in it, other activities that were held by the tourism board and other organizations such as HPI and PHRI also used “Jogja Istimewa” brand in their activities.

The brand “Jogja Istimewa” is considered able to increase the selling point of Yogyakarta and become and identiuty as well as increasing the image of Yogyakarta. Last but not leastm adding the “Jogja Istimewa” brand can also increase the image of that activity or product. For an example, adding the “Jogja Istimewa" brand in an activity makes that event seems more prestigious. In accordance to the theory that was posed by Shimp (2010) about brand awareness, the “Jogja Istimewa” brand has been known by a lot of people and it is considered easy to be remembered by the tourist.

According to the brand association theory (Simamora, 2007) both the “Jogja Istimewa” brand and Yogyakarta provide the tourist with amazing experiences which caused the tourist to always want to go back to Yogyakarta due to its uniqueness and speciality. This statement goes in accordance to the theory from Rangkuti (2002) about brand loyalty, and the tourist who came to Yogyakarta choose to go back to Yogyakarta again for a vacation eventhough there are other cheaper vacation offers.

In the theory that was proposed by Keller (2012) about customer’s perception of the quality or superiorty of a product, tourist who visited Yogyakarta has a good perception about Yogyakarta and this good perception is retained even after their visit. Yogyakarta is also perceived as having various good quality tourism spots — such as Malioboro as a shopping tourism and culinary tourism, Taman Pintar as an educational tourism, Keraton, various museums and forts as historical tourism, various beaches, mountains, and forests as natural tourism and last but not least carious agriculture that starts to become famous in Yogyakarta. All of these tourism objects have a good quality and some even fulfill an international standard quality. Not to mention the accessibility in Yogyakarta has become better and supported by the ease of finding transportation which is supported by the government of Yogyakarta — makes traveling to Yogyakarta becomes a lot easier.

DISCUSSION

Tourism activities definitely have both positive and negative impact on the environment, economy, social and cultural aspects (Mill, 2010). On the environment aspect, there are several positive impacts which arise due to tourism activities such as cleaner environment, and the building of better infrastructure — for an example the building of the new airport in Yogyakarta which is known as NYIA or New Yogyakarta International Airport. Other infrastructure that was built at the same time with NYIA is the trans Jawa selatan highway which connects Yogyakarta Special Region to the central java province. Hopefully with the existence of this new highway, more tourist will come to Yogyakarta for a vacation or to conduct business.

Meanwhile tourism activities also have several negative impacts on the environment such as the increase of pollution level, environmental pollution from the trash and vandalism.

The biggest effect from tourism activities can be seen on the economy aspect. The emergence of tourism activities creates income source for the people around the tourism object. This income can be received from selling entrance ticket, souvenirs, parking ticket, accommodations, transportation, and attraction tickets. Tourism also brings income for the local government in a form of tax and retributions. Tourism activities also creates numerous new job opportunities for the local communities which results in better economic condition for the people around the tourism object.

Tourism activities also have several social impacts on the people around the tourism objects, such as the interaction between people and the tourist. Tourism activities also caused the people around the tourism objects to be invoked thus creating a community based tourism and invoking tourism awareness.

Lastly, the impact of tourism activities in the cultural aspect are the preservation of cultures which exist in the community. Culture can also be used as an attraction to attract tourists to see or even learn the culture itself — for an example a tourist can learn more about a culture in Yogyakarta by learning the traditional dance and the techniques in making batik.

On the contrary, tourism activities also has some negative impacts which are unavoidable. But the government of Yogyakarta has done several efforts in order to minimize the negative impact from tourism activities such as creating regulations regarding tourism, creating rules in tourism objects, socializing Sapta Pesona principle to both the local community and to the tourist, and creating SKGUB no.254 th 2018 and SKGUB no.193 th 2018 as a principle in developing and managing tourism objects.

CONCLUSIONS

Based on the result from the descriptive qualitative research that was done using the triangulation method regarding the analysis of “Jogja Istimewa” brand as a tourism brand of Yogyakarta and the impact of tourism activities in the environment, economy, social and cultural aspects. It can be concluded that every year there is an increase in the amount of tourists who visits Yogyakarta and the brand “Jogja Istimewa” is considered to be more of a match with the current situation and condition in Yogyakarta compared to the previous brand which was “Never Ending Asia”.

Brand awareness

Based on the brand awareness theory, the brand “Jogja Istimewa” is recognized by the tourist who visited Yogyakarta. In their opinion, the “Jogja Istimewa” brand is more suitable compared to the previous brand. The nine supporting logos of “Jogja Istimewa” is can also be considered as a uniqueness which shows the special characteristics of Yogyakarta.

Brand association

According to tourists, both the city and the people leave a special impression on the tourist. For them, every corner of Yogyakarta is special. Yogyakarta also has a varied tourism objects which enhance the good impression that the tourists have.

Perceived quality

The tourist who visited Yogyakarta have a very good perception about the quality of the tourism products, and in their opinion it has met the international standards. Also the facilities that are available in Yogyakarta are perceived as very complex and unique.

Brand loyalty

The brand loyalty of the “Jogja Istimewa” brand can be seen from the satisfied customer who always want to go back to Yogyakarta and tourist who chooses Yogyakarta even though they’re offered a cheaper tourist destination.

Tourism activities also have both positive and negative impact on the environment, economy, social and culture. Positive impacts on the environment includes cleaner areas around the tourism objects and more infrastructures are built. On the other hand, the negative impacts of tourism activities on the environment are unregulated trash which becomes a problem and pollution.

There are several positive impacts of the tourism activities on the economy. These impacts are the increase in income and new job opportunity for the local people. Tourism activities also have several positive impacts on the social aspects, such as increased interaction between the local people and the tourist and CBT or Community Based Tourism which caused an increasing awareness about tourism in the local people. Tourism activities also allows tourists to see the politeness of Yogyakarta as well as the Sapta Pesona of Yogyakarta. Lastly, tourism activities also has several positive impacts on the cultural side. One of which is the preserved culture which becomes an attraction to the tourists.

RECOMMENDATIONS

1. For the Yogyakarta Tourism Board
   - The researcher suggest Yogyakarta Tourism Board to socialize the usage of “Jogja Istimewa” brand in tourism objects and in every stakeholder that are involved in the tourism activities — for an example hotels. The researcher also suggest the Yogyakarta Tourism Board to promote the “Jogja Istimewa” brand through both social media and online marketing tools such as trip advisor or blog.
   - The researcher also suggest Yogyakarta Tourism Board to create more programs which uses “Jogja Istimewa” brand that will draw more tourists — especially foreign tourists, because foreign tourists spends and average of 5.5 times in terms of expenses compared to the local tourists.
   - The researcher urges the Yogyakarta Tourism Board to continue to socialize the rules as well as reviewing the rules and regulations which was made to reduce the negative impacts of the tourism activities and increase the positive impacts of the tourism activities.

- Maintaining the quality of the tourism products in order to keep attracting tourists and avoid decreases in the quality of the tourism products which will cause the “Jogja Istimewa” brand to be perceived negatively by the customer.

2. For Further Research
   - Reviewing this research using the latest theoretical source in order to create more developed and varied research which resulted in a more updated conclusion.
   - Adding the amount of informants in order to get more data and obtain new results.

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POST-EARTHQUAKE RECOVERY STRATEGY IN LOMBOK TOURISM

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ABSTRACT

Lombok is a tourist destination favored by domestic and foreign tourists. However, amidst the development of Lombok as a famous tourist area around the world, Lombok was hit by an earthquake in 2018. Therefore, this study aims to describe Lombok's tourism recovery strategy post an earthquake. This study uses qualitative research with descriptive methods and data is collected by purposive sampling technique obtained through informants. The research was conducted through observation, interviews and documentation. Based on the results of data analysis, it can be concluded that rehabilitation of tourist areas, improvement of tourism area security standards, promotion of tourist areas, and planning of dark tourism are strategies that used to recover Lombok's tourism post an earthquake.

Keywords: *recovery strategies, post-earthquake, Lombok*

INTRODUCTION

Lombok is an island in the series of West Nusa Tenggara Province, in which is next to Bali and Sumbawa islands. Lombok belongs to one of small islands which becomes favored tourist destination by domestic and international tourists. Lombok tourism potentials are dominated by beaches and cliffs which separate the land and the sea, also in line with Mount Rinjani – the third highest volcano in Indonesia which becomes favorite tourists' destination while visiting Lombok. Moreover, Lombok cannot be separated from the presence of cultural diversity, such as Sade village as tourism village in which is famous among tourists, Nyale traditional ceremony which is annually celebrated and is always abuzz visited by the tourists, and Peresean which includes in a dance to train the dexterity, courage, and toughness of the audience. From all of the potentials owned, Lombok becomes one of main tourist destinations in Indonesia, even in the world. In the midst of Lombok development as global famous region, it was attacked by an earthquake in 2018. Based on the data from National Disaster Management Agency (BNPB), there were approximately 564 people died, most of them were located in North Lombok regency of 467 people, 44 people in West Lombok regency, and 31 people died in East Lombok regency. Furthermore, in Mataram city there were 9 people died, in Sumbawa regency there were 6 people died, in West Sumbawa 5 people reported died, and in Central Lombok regency 2 people reported died. Aside from that, the casualties were reported more or less 1584 people (nasional.kompas.com). In addition to fatalities, there were many buildings destroyed which caused material loss. Most of the buildings in North Lombok regency were severely damaged, meanwhile were quite a lot tourist attractions in North Lombok regency, such as Mount Rinjani and Tiga Gili island.

Tourism as one of the biggest livelihoods in Lombok was also affected. It was due to domestic and international tourists became the victim of the earthquake and it caused the anxiety and fear to the tourists to come back having vacation in Lombok. Moreover, the trauma occurred in local communities made them unable to work during trauma recovery period. Therefore it needed time to recover, so it would return as it used to be. Such things caused the decrease of Lombok economy, even it went to stagnant condition for several weeks. Behind its heartbreaking condition during the earthquake, Lombok obtained the aid from various parties, such as government, Indonesian and world's social organization, as well as private parties who also helped Lombok recovery in post-earthquake, either moral or material aid.

METHOD

It is a qualitative research in which the object is limited to the depth of data that can be dug up as much as possible. The deeper the data are collected, the more qualified the research will be (Bungin, 2015). The data collected will be tabulated using descriptive method that is used to make a description regarding to certain matters systematically, accurately, and factually. Descriptive method is also used as a way to test hypothesis and to answer presence question regarding to various phenomena happened in communities (Wardiyanta, 2006).

Types of Data and Data Resources

The types of data and data resources used in this research are explained as follows:

a. Primary Data

Primary data are information obtained from key informant, or directly collected (Wardiyanta, 2006). In this research primary data was obtained through result of interview with the informants related to research object: government-in this matter was Lombok Tourism Agency, organization-Indonesian Hotel and Restaurant Association (PHRI), private parties in this matters were hotel and travel, Lombok local communities who belonged to local entrepreneurs, and tourists who visited Lombok. Asside from conducting interview, researchers also conducted observation for research purposes, so the information could be thoroughly and deeply collected.

b. Secondary Data

Secondary data was resulted from written information, either in the form of document or previous research result which were related to research object, usually it was obtained from the third informant or indirectly collected for instance through thr parties who were related to research object (Wardiyanta, 2006). Secondary data in this research were collected from printed books, previous research, scientific journals, documents regarding to Lombok earthquake, websites, and online media.

Data Analysis Technique

Data analysis in qualitative research is a process of tracing and managing field data obtained from interview or observation systematically, so the researchers are able to present the result of research (Firman, 2018). There are several types of data analysis technique reffering to interactive model of Miles and Huberman inEmzir (2010) as follows:

1. **Data Reduction**
   Data reduction is a form of analysis which focuses, selects, and sharpens in order to be able to depict or verfify final conclusion. The data in qualitative research can be reducted by selecting, paraphrasing or summarizing, and creating inner part to be bigger pattern, and so forth.
2. **Data Model (Display)**
   Data model is a set of data or information which are arranged, so it eases the description or to take action. Data model covers several types, such as graphic, matrix, network, and chart which are designed to unite information into more practical form, so researchers can visualize and draw conclusion correctly.
3. **Drawing Conclusion (Verification)**
   Drawing conclusion is the last step in making data analysis. Conclusion can be drawn when the information or data collection has been conducted or it can also be done while the research is in progress. Drawing conclusion is in the form of existing ideas when the researchers open field notes or the ones which are from object or subject review, or to make findings replica in the series of information or other data. Therefore the meaning appear is from the data in which the authenticity and validity have been proven.

RESULTS

Direct observation to the research object conducted by the researchers was used to identify the main problem in the strategy formulation for post earthquake recovery of Lombok tourism. The problem found by the researchers from the observation was regarding to the tourism area condition in North Lombok caused by the earthquake. As the result, the access to the area mentioned was unable to be passed and the ruins of the old building in several locations were not yet cleaned, as well as the ones in Gili Trawangan. However, based on the observation of tourism area conducted by the researchers regarding to the building condition, almost all of them had been mended, the damaged buildings were destroyed and replaced with temporary shelters or new buildings.

Nevertheless, the debris from the earthquake ruins remained in the location which had not yet been cleaned thoroughly made the inconvenient view. The place observed by the researchers was Tiu Kelep waterfall in which the condition was unable to be passed due to the landslide around it and the fallen rocks blocked the road. Because the size of the rocks was quite big, it took time to do tourism recovery and rejuvenation in Tiu Kelep waterfall.

Another condition observed by the researchers was mental condition of the community and existed tourists. Mental condition was indeed essential for tourism area development since the operators in North Lombok tourism destination were mostly the locals who got the impact of the latest earthquake. Therefore, mental health of the tour operators, in which were the locals, and the tourists was very much needed to recover Lombok tourism.

From the observation result conducted by the researchers, almost all of the locals were no longer traumatized with the earthquake and they had started living their lives normally as before it happened. The shops and offices had started to reactivate. As well for the tourists, they started to visit Lombok island for vacation, specifically in North Lombok regency, which proved they were no longer afraid of the earthquake occurred in Lombok in 2018. However, due to the earthquake attack in March 17th, the locals and the tourists were more aware towards it and they became afraid of more powerful aftershock. It affected tourism activity for awhile, yet, due to its shorter duration, tourism activity was gradually improved. Generally, from the observation conducted, it could be summed up that the locals and the tourists had started their activities as before the earthquake happened.

DISCUSSION

Rehabilitation of Tourism Area

Based on the data collected by the researchers from results of interview with selected informants, it was obtained one of strategies of post-earthquake Lombok tourism rehabilitation by doing tourism area rejuvenation. Tourism area which initially damaged by the earthquake, either infrastructure such as road access or bridges, or supported facilities such as physical building – toilet, praying room, etc. – also from the nature condition should be repaired in order to make the area can be appropriately visited and operated. Rebuilding and rearranging were undertaken in such a way, so the area can be more lovely and beautiful, also adding more facilities to be more attractive and many tourists will come to the area.

Tourism area to be rejuvenated was also varied in scale, from light to heavy scales. For the light scale, there were only damaged buildings and infrastructure that can be immediately rehabilitated or rebuilt and rearranged to be appropriately operated as tourism area. However, it is different from rearranging nature condition which needs longer time due to the structure of the nature itself is complicated to be repaired, moreover, tourism area in North Lombok tends to have nature condition which has not been changed much, thus it is very natural. Related to Mount Rinjani nature condition which is difficult to conduct the rehabilitation or reconstruction, in order not to be perished due to continuous closing for the tourists, other attempt was taken that was by seeking other tracks or accesses to the tourism area. Aside from rehabilitation, rebuilding and rearrangement of earthquake affected areas, rehabilitation of post-earthquake Lombok tourism was also conducted in the form of locals housing rebuilding. The aim of the housing rebuilding is to provide residency to local communities and make them feel safe to work as tourism operators.

Improvement of Tourism Area Safety Standard

Based on the data obtained from interview with informants, second strategy to post earthquake Lombok tourism recovery is through safety standard improvement. The attempt to improve safety standard is by installing tools for tourism area safety, such as the installation of early warning, CCTV, assembly point zone, and evacuation track in tourism area. The purpose of the installation is to give clear signage of early warning or guiding to tourists on where to go in a state of emergency, or to make additional safety system if a disaster happens, and or for daily safety purposes such as CCTV installation in tourism site. Asside from tourism site, the attempt of preventions applied to buildings in tourism site, such as hotels or restaurants which visitors mostly come or stay in. If similar disaster happens, the collapse of the building will not cause a lot of fatalities since the buildings have followed presence building standard, thus it can minimize the fatalities or building damage to similar disaster in the future. It aims to reduce the fear on the lack of safety building in Lombok tourism area felt by the tourists.

Promotion of Tourism Area

Based on the result of interview with the informants, the next stage on post-earthquake tourism recovery applied in Lombok is by doing the tourism area promotion. Without any promotions or notifications that Lombok has been recovered and is able to operate as tourism area, there will not be anyone to come back. Due to being uninformed, thus the promotion is important in attempt to tourism recovery for returning the trust from domestic and international tourists to revisit Lombok. With the increase of tourists visit to Lombok, its tourism will be fully recovered, since it gets the income and the locals economy will rise up, thus it can be used to re-establish or enhance the existed facilities to support tourism area in Lombok. Promotion in which is an attempt to revive Lombok tourism cannot be done one side only, all of the elements of society must also help, either from government, entrepreneurs, local communities, or the tourists. The forms of promotion that had been done by Lombok in an attempt to enliven its tourism were holding events in Lombok to show that Lombok tourism was not dead yet, its tourism is continuously established to accept tourist visits instead. The events meant were festival, art performance, or bringing in the travelers to see Lombok condition by themselves which was able to accept the tourists as a way to attract tourists visit to Lombok.

Aside from events held in Lombok to attract the tourists back to Lombok, promotion was also done by doing collaboration with several parties, such Tourism Agency of West Nusa Tenggara Province, mass media in Lombok, as the information agent that Lombok tourism still has potential to be visited by the tourists. Other promotions were in the form of domestic tourists' consortium procurement which was followed by travel agent, in an attempt to bring in the guests to tourism area in North Lombok. Also, holding national meetings in the form of meeting amongst tour throughout Indonesia in North Lombok aims to attract the tourists visiting North Lombok tourism area. Afterwards, with the help of promotion through social media, it is expected to enliven Lombok tourism.

Besides the form of promotion that has been explained above, there is another promotion, which is forming new image to certain tourism area to attract more tourists to come since they usually get attracted to visit an area which has high selling value or has image similarity to the tourists. The similarity between image and tourists habit makes them feel safe and comfortable in visiting tourism area. The last promotion form is by giving satisfaction to tourists in visiting certain tourism area. It is really expected to occur with the assistance of government to give a feeling of obtaining something while visiting Lombok tourism area, this plan can be manifested by the provision of subsidies from the government, such as giving voucher to the tourists, or direct flight to tourism area which eases tourists' trip so they are attracted to visit Lombok for having vacation in Lombok tourism areas.

***Dark Tourism* Planning**

According to the interview with North Lombok Tourism Agency, they stated that there would be earthquake museum established, to commemorate the catastrophic occurrence which had ever made Lombok tourism not operated as it was supposed to be. The establishment earthquake museum was planned to be built in three locations, they were in Pemenang, Kayangan, and Bayan areas. However, that was still becoming a plan due to various matters need to be studied to build this earthquake museum. It is expected that earthquake museum establishment can be new tourism site for North Lombok, as well as commemorate Lombok tourism which had ever collapsed but managed to rise.

Halal Tourism

One of tourism recovery forms of post-earthquake in Lombok was the enhancement of halal tourism. The basic thing due to halal tourism was the rebuilding the existed mosques in the whole Lombok Island with unique and attractive design, so it attracted the tourists who were moslem or non-moslem to visit those mosques. Besides, holding events that were related to Islamic activity were also applied. The enhancement of halal tourism was undertaken due to the belief that was believed by local communities in which the disaster happened because as the religious community they had neglected God's commandment. Therefore, local communities were firmer and stricter in dealing with religious matters, specifically Islam as the major religion in Lombok Island.

Social Recovery

The earthquake which attacked Lombok also influenced local communities' condition as well as the tourists who were affected, hence there was a recovery treatment activity to the locals who were affected by Lombok earthquake, especially those who were in North Lombok. Psychological effects which were clearly seen over the kids were less focus and lack of concentration while studying. Although they were frequently restless, the kids tended to be able to overcome trauma from the earthquake. As for the adults, they tended to experience stress and bigger social trauma than the kids. Thus, there were more adults suffered from character and behavior changes.

The treatment on social condition recovery was conducted by focusing on teachers' recovery, as well as cadres and other social agents since they were front liners in local communities who frequently related to the locals and able to lead in amongst local if similar phenomena happened. The form of social condition recovery for teachers and cadres was psychosocial support. Whereas social recovery condition for local communities had not indeed started since it needed to pass data findings and studies, so it could have clear module. Yet, in the future, there will be a program named family and children reinforcement gathering program. This social condition recovery was helped by psychologists throughout Indonesia, shaded by Pulih Foundation from Jakarta. The foundation was consisted of psychologists who went directly to earthquake locations.

CONCLUSIONS AND RECOMMENDATIONS

Based on the discussion in the previous part, it can be concluded that the strategies of Lombok tourism recovery which consisted of tourism area rehabilitation, improvement of tourism area safety standard, promotion of tourism area, and dark tourism planning have been conducted. They were focusing on Lombok tourism and it could be said that it was almost fully recovered and able to be operated as tourism destination as it used to be prior to be affected by the earthquake. From the physical condition, such as sufficient infrastructure and repaired facilities, they are continuously developed to ease the tourists in visiting Lombok. However, due to the earthquake happened on 17th March 2019, the nature condition was getting worse which was previously damaged by the initial earthquake on 21st July 2018. Nature reconstruction indeed needs process and it cannot be quickly reconstruction as it was done for buildings or other infrastructure. Moreover, the beauty of Lombok nature is not only centralized in North Lombok, but also in the whole of Lombok Island. Therefore, the tourists are able to visit other Lombok areas in which the nature is still lovely, while the damaged tourism areas such as Tiu Kelep waterfall and Mount Rinjani track are being recovered.

Recommendations

With the sufficient activities done, starting from rebuilding infrastructure, improving and adding more facilities, and increasing security in tourism area, such as establishment earthquake resistance buildings and installation of early warning in every destination to minimize the presence of fatalities if similar disaster happened. Furthermore, by the development of other tourism destinations in North Lombok, such as tourism area rebranding was applied so the correct market was found to establish earthquake museum as the commemoration of dark disaster history in Lombok which can be used as new tourism destination in North Lombok to support tourism in Lombok. Afterwards, through national and international scaled promotion activities, it can broadcast and reassure the tourists that Lombok has been recovered and is safe to be visited. By the aiding from government, organizations, private sector, and local communities, post-earthquake Lombok tourism can be fully recovered. From other recovery aspect, Lombok local communities have started to work normally, either in tourism or other governmental aspects. Besides, tourists' social condition is getting better and they feel safe to revisit Lombok, it can be seen from the tourists who are starting to come. Tourist visit, indeed, has not as many as the period prior the earthquake attacked, however, as the rehabilitation, improvement of standard, promotion, new tourist destination establishment, and other attempts of tourism enhancement in Lombok are taking place, it is expected that the tourist can immediately revisit Lombok for vacation and tourism in Lombok is getting better, also it can be world tourist destination.

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TORAJA CULTURAL EDUCATION THROUGH THE BLOGGER SERVICE APPLICATION

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ABSTRACT
Culture and customs are legacies that we must preserve. Various attempts were made by the government and the private sector to safeguard regional customs and culture, including by providing information and education to the community. Utilization of technology and information is very important to improve the quality of one's knowledge to share information. One application of technology used to provide an understanding of the culture and customs of an area is the blogger service. In this paper a Toraja blog will be designed and created as a medium for channeling educational and information technology. This blog contains information about the customs and culture of the Toraja-based website. The application used in this writing is an application contained in the blog template itself using the HTML, CSS, and Java Script programming languages. The blogger application will be to present, provide, and share information about Toraja cultural and customs knowledge for the public, especially ordinary people, so they can know and understand it well. It is hoped that this education will also be an attraction for tourists visiting Toraja.

Keywords: *blog; education; Toraja; website*

INTRODUCTION

Tourism is a contributor to foreign exchange for the country. Several tourist destinations, both existing and new, are always encouraged to increase the number of domestic and foreign tourists. The growing tourism sector will certainly move other sectors, such as transportation, hotels, crafts, culinary and other industrial centers. One effort to attract tourists is by promotion. Promotion is not just about displaying advertisements, but also must have an interest in people to visit it.

One of the tourist destinations in eastern Indonesia is Toraja, which is located in the province of South Sulawesi. Toraja itself is one of the tribes in Indonesia which has a variety of thick cultures and customs that are still preserved by its inhabitants. With a variety of cultures and customs many opportunities and knowledge about culture and customs will be obtained. As a culture and tradition that is still tightly bound, Toraja has the opportunity to present and provide a variety of information about its culture and customs to the general public.

The internet is one of the media for interaction among various groups of people, even it has become a life style. The development of telecommunications equipment also plays an active role in supporting the acceleration of information dissemination and internet usage penetration. Various information can be accessed through the internet network. One of them is tourism promotion media. The internet is one of the media for interaction among various groups of people, even it has become a life style. The development of telecommunications equipment also plays an active role in supporting the acceleration of information dissemination and internet usage penetration. Various information can be accessed through the internet network. One of them is tourism promotion media.

Web Blog

Blog is an abbreviation of web log which is a form of web application in the form of writings on a web page. In its history, blogs are personal records that are online in cyberspace and continue to grow today. In its development blogspot.com and blogger.com are much in demand by the general public. The difference between the two blogs is that the first blog is a free blog, while the second is paid. In a simple blog can be interpreted as one type of website whose content contains the thoughts of one or several authors and has a chronological order of posts (from the latest content to the oldest content). Websites like this can usually be accessed by all internet users according to the topic and purpose of the blog users. Content from a blog other than text, blog posts also contain images and videos that can support the text. Blog posts or blogs are mostly textual in nature and have varied content, which can be in the form of news, opinions and someone's experience. Blogs can be used to update others about the latest activities. Another reason blogs are used is to express opinions and also get feedback on these opinions. With a blog, people can see from the perspective of others.

Blogger is a blog publishing service created by Pyra Labs launched in 1999 and was acquired by Google in February 2003. Blogger or blogspot is also a blogging platform that is in great demand (used), besides being easy to make, Blogger's appearance and features are also very user-friendly that make it easier for users and visitors. So that it can be interpreted that bloggers are people who create and manage blogs, share information and perspectives to the audience online both for personal interests and shared interests.

METHOD

Making a web-based Toraja blog by using this blogger service is an educational technology that is a weblog / blog that aims as a medium for delivering or providing information to ordinary people in knowing and understanding a culture on a particular custom. This blog was built using HTML, CSS, and JavaScript programming languages. HTML (Hyper Text Markup Language) is a language for writing web pages. To convey ideas in a web browser, HTML uses what is called a tag. Tags are always written between the smaller sign and the bigger sign.

- Cascading Style Sheets (CSS) are a collection of codes for formatting, which control the appearance of content in a web page. The use of CSS styles in the format of a page is placed separately from the page display. The contents of your HTML code are located in the HTML file, while the CSS code can be in the form of code that is in another file or in one part of an HTML document, and is usually placed in the head or <head> tag.
- JavaScript is not much different from CSS or HTML. JavaScript is a scripting language that is embedded in HTML code and processed on the client side. With this language, the ability of HTML documents becomes wider. For example, using JavaScript it is possible to validate entries on a form before the form is sent to the server. In addition, using JavaScript it is possible to implement interactive games such as "three finished" (tac tic toe). Please note that JavaScript is not a Java language. JavaScript and Java are two different languages. JavaScript is interpreted by the client (the code can be seen on the client side), while the Java code is compiled by the programmer and the compilation

results are run by the client.

Project Design

The flow from the Tana Toraja weblog creation as shown in Figure 1.

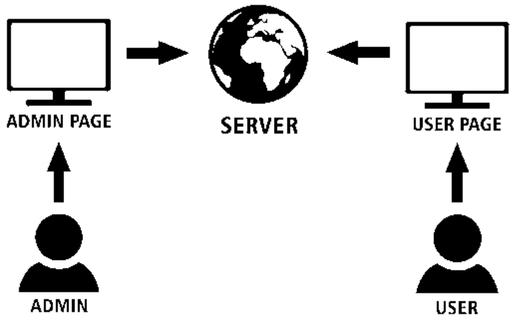

Figure 1. Weblog Design Flowchart

The flowchart in Figure 1. shows that there are two user levels in the Toraja Blog Creation, namely:

- Admin: Admin is the user in charge of managing blog content ranging from creating, adding, editing, and deleting as well as managing settings
- User: This user is a visitor who can access / view

This blog was created using the system design of Use Case Diagrams and Activity Diagrams.

Use Case Diagram is a modeling used to describe the behavior of the system to be made which is generally described by an ellipse with a solid line and usually contains a name. Use Case Diagram serves to describe the interaction between the actor and the system that is made so that it can know what functions are in the system and who has the right to use these functions. From Figure 2 we can see the interaction picture between the system and the actors in this system.

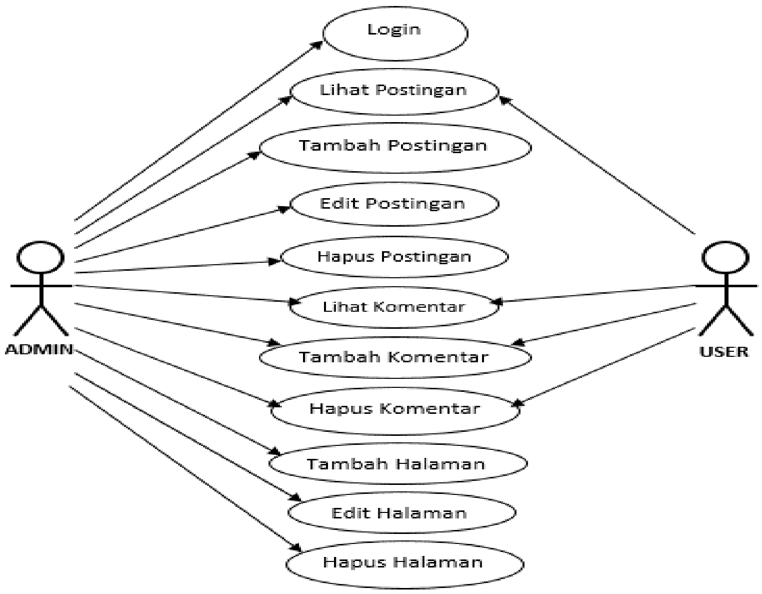

Figure 2. Use Case Diagram

Table 1. Use Case Admin

Use Case	Description
Login	Registered admin can login using username and password.
See Post	Admin can see the contents of the post.
Add Post	Admin can add the contents of the post
Edit Post	Admin can make changes to the content of posts.
Delete Post	Admin can delete the posting data.
View Comments	Admins can see comments.
Add Comments	Admins can add comments.
Delete Comments	Admins can delete comments.

Table 2. Use Case User

Use Case	Description
See Post	User can see the contents of post
See Comments	User can see comments
Add Comments	User can add coments
Delete Comments	User dcan delete coments

Activity Diagram is a picture of the various activity streams that take place in the system that is being designed. Starting from when the system starts, decisions that might occur to how the system ends. Activity diagram can describe parallel processes that may occur in several executions.

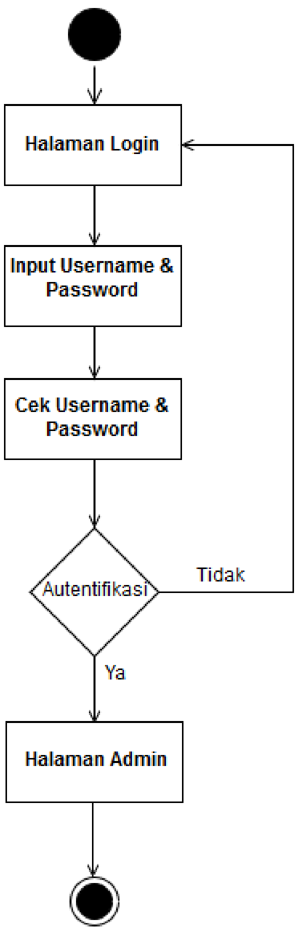

Figure 3. Activity Diagram for Login Admin

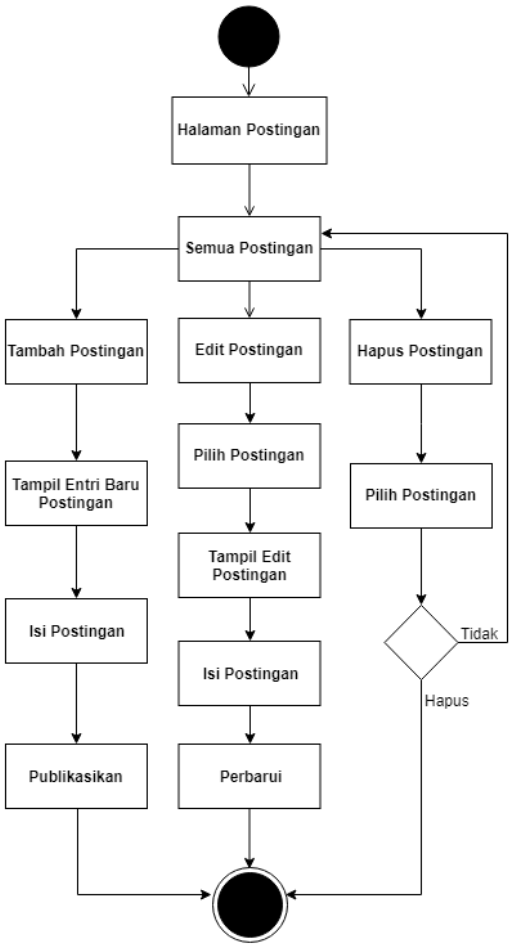

Figure 4. Activity Diagram for Posting Admin

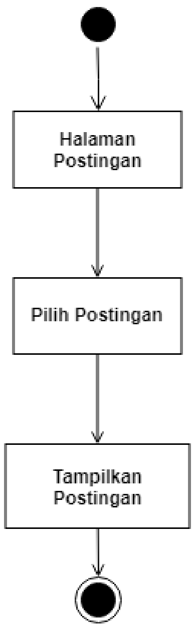

Figure 5. Activity Diagram for User

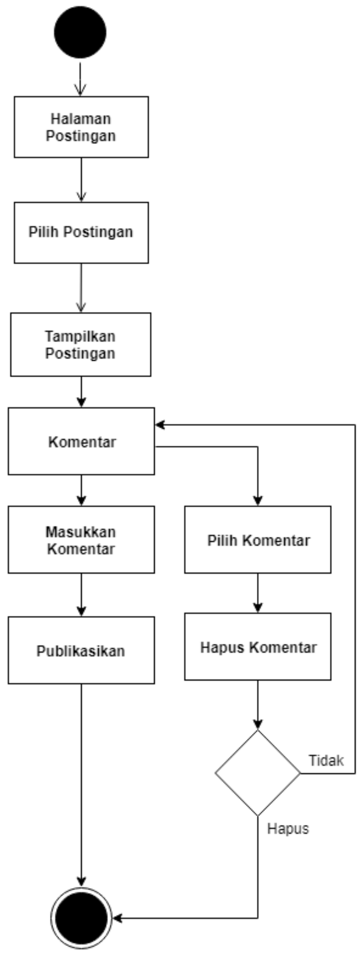

Figure 6. Activity Diagram for User Comment

RESULT

Website implementation is a form of realization of the system design that has been made. This section will explain about the implementation of all the designs that have been made. At the implementation stage the design results will be realized in the form of a whole blog system.

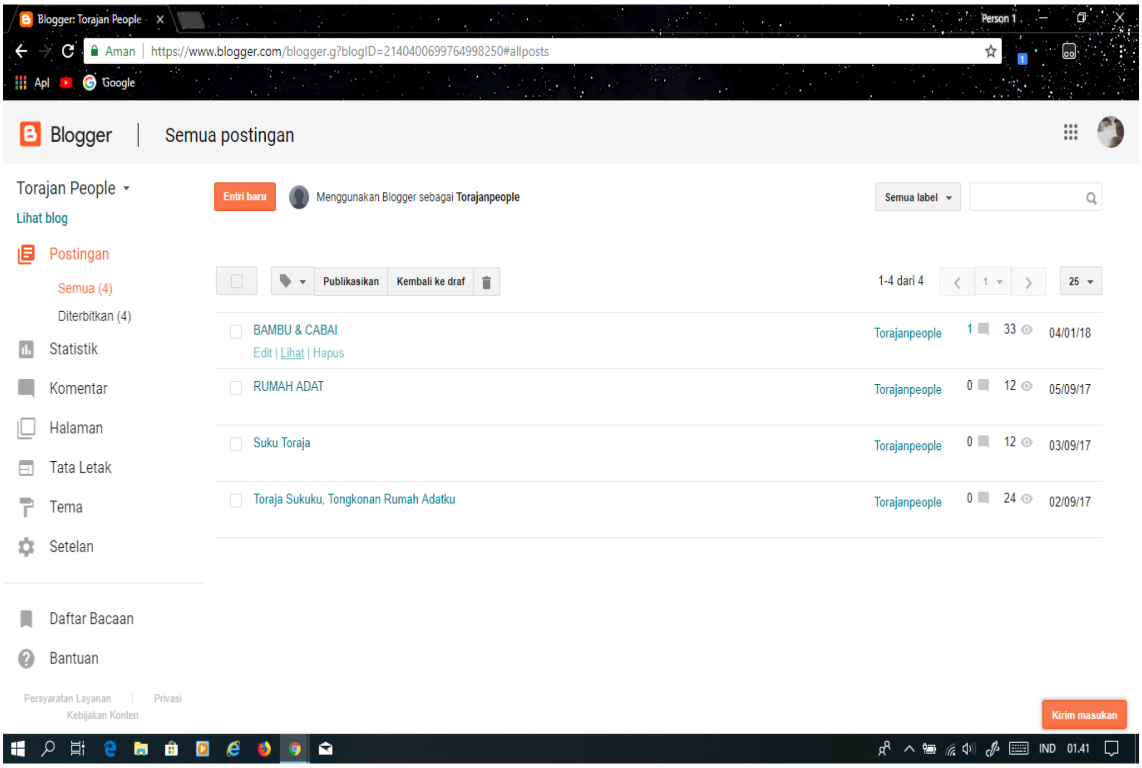

Figure 7. Admin page

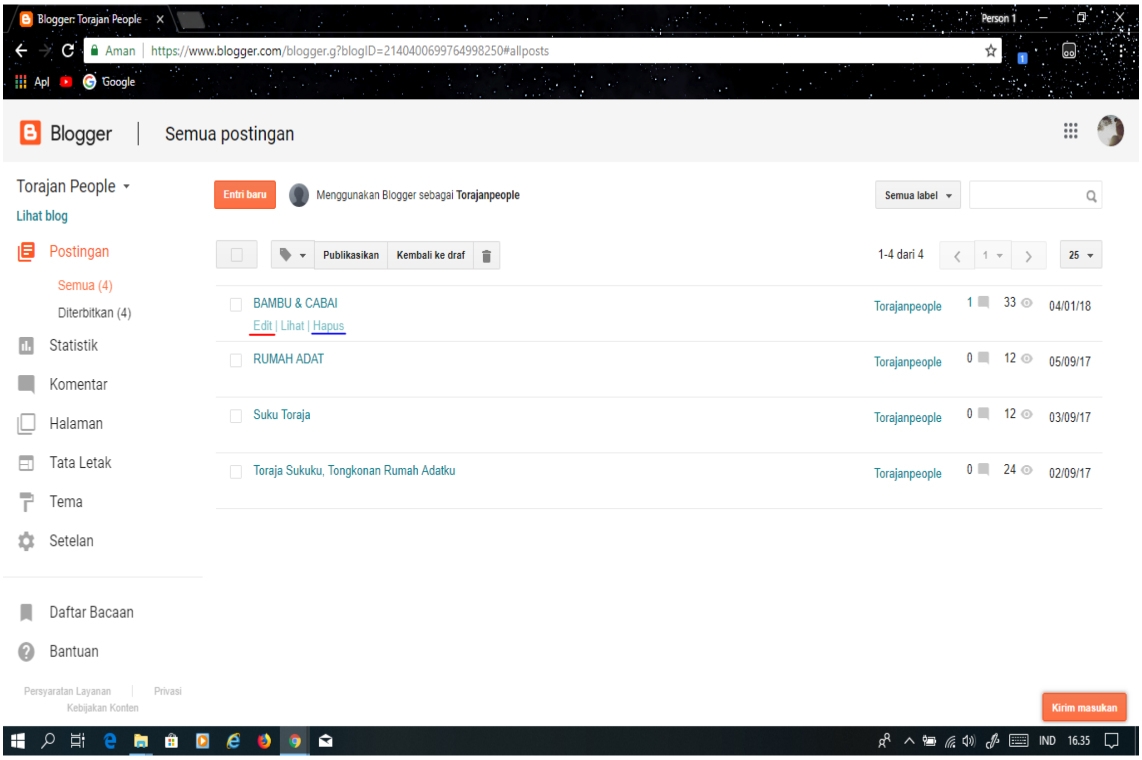

Figure 8. Posted Menu

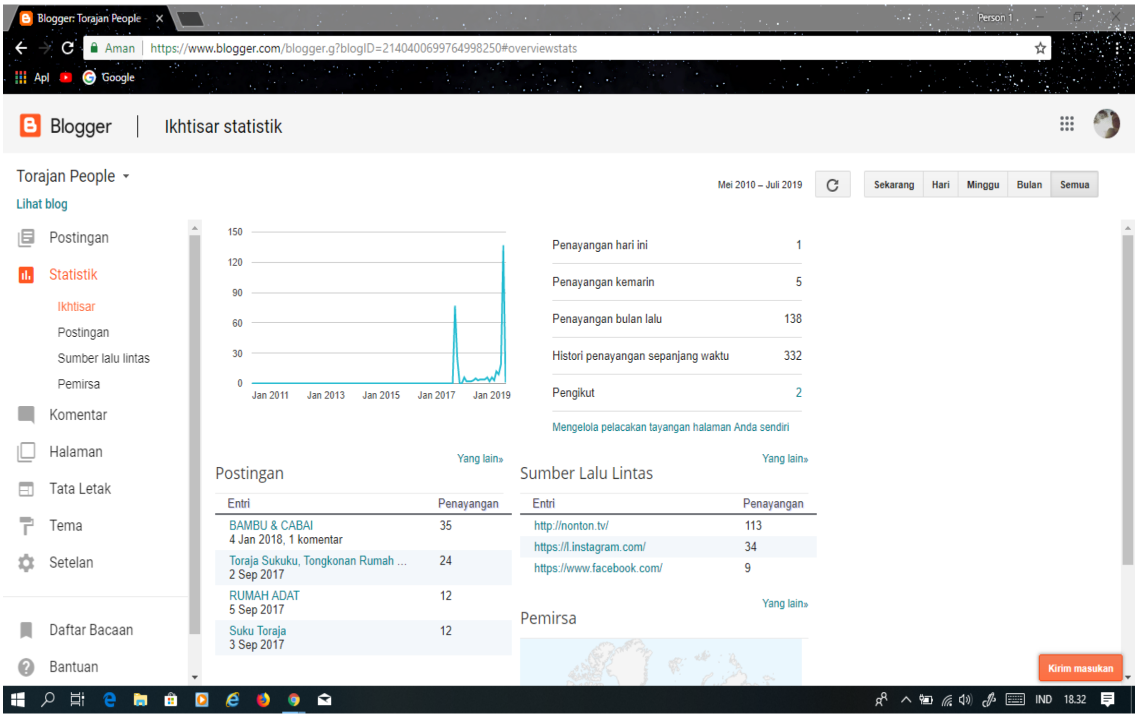

Figure 9. Statistic Menu

Display on the statistics menu contains a number of displays that function as a monitoring system on the blog, such as seeing the number of visitors and observing developments on posts that have been made before. On the statistics menu there are also sub-menus, among others:

- Overview, overall display of sub menus
- Posts, views that monitor the posts and posts that have been made
- Traffic sources, displaying blog access notifications via url and referring site
- Viewers, display the number of views by region, browser and operating system

DISCUSSION

Some things that can be discussed are:

- Sustainability of the weblog
- Update information
- Information validation

CONCLUSION

From the statistical data of Tana Toraja weblog visitors and comments from visitors it can be seen that the existence of this weblog can provide education and further understanding of Tana Toraja culture. Supporting data is needed from the local tourism office to introduce culture that has not been recorded spose in this weblog. There is still a need to develop and add features to the Blog Toraja Creation to match the needs of the times.

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THE EFFECT OF TRAINING ON EMPLOYEE PERFORMANCE OF HOUSEKEEPING DEPARTMENT (CASE STUDY IN HOTEL IBIS STYLES MALANG)

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ABSTRACT
The results of this research explain the effect of training, partially and simultaneously on employee performance. The variables of training are training materials, training methods, and working ability to employee performance of the Housekeeping Department in Hotel Ibis Styles Malang. The research type is descriptive research. The population of this research is all the Housekeeping Department employees in Hotel Ibis Styles Malang. The number of samples in this research is 22 employees. Simultaneous test results from training variables: training materials, training methods, and working ability have significant influence on the employee performance variable, which is proven by simultaneous test with the F significant value and t (0,000) ≤ (p<0.05), have shown the significant value from training variables: training materials, training methods, and working ability to employee performance.

Keywords: *training; employee performance; housekeeping department*

INTRODUCTION

Tourism is an industry sector that is always developing. In Indonesia , the tourism sector is a sector that can provide foreign exchange for the country. This sector should receive special attention from the Indonesian government as an important source of foreign exchange and has a lot to play in improving the national economy, if managed professionally and sustainably. The abundance of natural beauty of tourism, the diversity of regional culture, as well as the strategic geographical location, makes Indonesia has a great opportunity to become one of the main destinations of tourism world.

The hotel service business is one of the businesses that is quite supportive in the tourism industry. Hotel is a type of accommodation that uses all parts or parts for lodging services, food and beverage providers and other services for the general public who are commercially managed. Hotel as an industry that is engaged in services, strives to meet all needs and create guest satisfaction. In this endeavor, the hotel has an organizational form consisting of several departments that have their respective duties and responsibilities.

Service in the world of hospitality is an activity that puts forward the standard of hospitality attitudes that make guests who come to stay to get services that match the level they pay. In general, high-level services will produce high satisfaction as well.

Training is a learning process that involves acquiring expertise, concepts, rules or attitudes to improve employee performance. According to Article 1 paragraph 9 of Law No. 13 of 2003 Employment, training is the overall activity to give, obtain, improve, and develop work competence, productivity, discipline, attitude, and work ethic at certain skill levels and expertise by following the level and qualifications of position or occupation. The need for training is a gap between the need for skills and knowledge that are inseparable from the work that is owned by workers while in progress. This gap must be analyzed adequately to determine precisely what training is needed.

Ibis Style Malang Hotel consists of several departments. The department is divided into several sections such as, Front Office Department, Human Resources Department, Accounting Department, Food and Beverage Department, Engineering Department, IT Department, Sales Marketing Department, and Housekeeping Department. From some of these departments, housekeeping is the part or department, that manages or arranges equipment, maintains cleanliness, repairs damage, and decorates with the aim that the hotel looks neat, clean, attractive and pleasing to its occupants.

Housekeeping Department is part of the hotel which is responsible for cleanliness, tidiness, and comfort of guest rooms, public areas, restaurants, bars, other outlets. Housekeeping department, for most hotels, is the largest source of hotel revenue. Because the guests who spend the night in this hotel, certainly spend more for rent when compared with the money he must pay for food and drink and other expenses. As a source of income, the housekeeping department must be handled by skilled and professional personnel.

The housekeeping function in the hotel is very important. Because the smooth maintenance and preparation of room cleanliness is determined by housekeeping. Therefore, housekeeping must be considered carefully, so that guests feel comfortable staying at the hotel. Because if not paid too much attention, it will hamper the production and smooth management of the hotel. Therefore, training is needed for Housekeeping employees to help the development of employee performance, in providing services to guests, and guests are not disappointed in the services provided. Employee performance will be better, if employees are trained on an ongoing basis. From the description above, it can be suspected that there is an Influence of Employee Training on Employees' Performance at the Ibis Styles Malang Hotel Housekeeping Department.

The purpose of this study was to determine employee training and its effect on employee performance at the Ibis Styles Malang Hotel housekeeping department both simultaneously and partially.

METHOD

This research uses explanatory research method. because in this study explains the relationship between training material (X1), training methods (X2), and workforce (X3) on employee performance (Y). As well as knowing how the influence of the independent variables of training material (X1), training method (X2), and work ability (X3). The reason this type of research is used, because there is a hypothesis that will be tested for truth, or to find out whether a variable is the cause or emergence of another variable. According to Singarimbun (2006: 5), the meaning of explanatory research is that the researcher explains the causal relationship between variables through hypothesis testing. This study was conducted on Ibis Styles Malang Hotel employees, located at Jl. Letjen S. Parman no. 45, Blimbing, Malang City, East Java 65122, Indonesia. This research focuses on the Housekeeping Department. Specifically, the research is about Employee Training, and it’s effect on employees’ performance. The population in this study were all employees of the Housekeeping Department at the Ibis Styles Malang Hotel in 2016.

There are 22 employees in total, as a research sample. According to Sugiyono (2014: 68), the saturation sampling technique is a sampling technique when all members of the population are used as samples. Analysis has been done like this, because in this study is relatively small, less than 30 people or studies that want to make generalizations with very small errors. In this research, the samples were 22 employees of the Housekeeping Department in Ibis Styles Malang. The data sources of this study were primary and secondary data. From the data obtained, analyzed and conducted several hypothesis tests.

RESULT

The results of training analysis at the Ibis Styles Malang Hotel Housekeeping Department, which is carried out on an ongoing basis in the sweet room and housekeeping office, depends on the the hotel's occupancy. It is held once in a week, and sometimes twice in a week, with total amount are 22 employees, consists of male and female employees. The average age of employees is 20-24 years old, with high school education and diplomas from various positions. The training is conducted by the following needs of the employees, to increase the work productivity of housekeeping department employees. The training was given to the employees as follows: 1) How to make up room, 2) Pick up laundry procedure, 3) Making bed, 4) Lost & found, 5) D&D procedure (don't disturb), 6) Training ability and knowledge, and 7) Excellent service training.

Before a regression analysis is carried out, a correlation test is needed. According to Ghozali (2005: 91) if the independent variables are correlated with each other, then these variables are not orthogonal, are the independent variables whose correlation value between fellow independent variables is equal to zero. By using Pearson Product Moment correlation to find out the relationship between X1, X2, and X3, with Y.

Tab1e 1. Pearson *Product Moment Correlation Test Table*

Variable		Validity	
		Correlation (r)	Sig. (p)
Y	X_1	0.770	0.000
	X_2	0.683	0.000
	X_3	0.715	0.000

Source: Data Processing Results

Based on the table 1 above, shows that there is a positive significant relationship between X1 (RX1 = 0.770 and p = 0.000), X2 (RX2 = 0.683 and p = 0.000), X3 (RX3 = 0.715 and p = 0.000), and Y. This means that there is an increase in X1 (Training Material), X2 (Training Method), and X3 (Work Ability) that will significantly improve Y (Employee Performance), and vice versa.

Multiple Linear Regression Analysis

Based on the test results, the regression results can be arranged in tabular form as follows:

Table 2. Multiple Regresion Analysis

Variabl e	**Regression coefficient variable (b)**	**Std. Error**	**Beta**	**T_{hitung}**	**Sig.**	**Information**

Constants	-2.224	1.284		-1.732	0.100	Significant
X_1	0.714	0.291	0.438	2.452	0.025	Significant
X_2	0.365	0.152	0.350	2.398	0.028	Significant
X_3	0.183	0.151	0.219	1.212	0.241	Not significant
R (*Multiple* R) = 0,856						
R *Square* = 0,733						
R *Square (Adjusted*) = 0,688						
F count = 16.472						
F table = (df regression, df residual) = (3,18)= 3.160						
Sign. F = 0,000						
t table = (0,05/2, 18) = 2.101						
α = 0,05						

Source: Data Processing Results

The regression model table obtained in table 2, as follows:

$$Y = -2.224 + 0.714\ X1 + 0.365\ X2 + 0.183\ X3$$

From the above equation can be interpreted as follows:

1. A constant of -2.224 is obtained, this result shows that all variables are 0
2. Training material (X1) obtained by 0.714. Each training material (X 1) increases once, then employee performance (Y) will increase by 0.714, assuming the other variables are constant
3. The Training Method (X2) is 0.365. Each training method increases once, then employee performance (Y) will increase by 0.635, assuming the other variables are constant
4. Work Ability (X3) obtained by 0.183. Every work ability increases once, then employee performance (Y) will increase by 0.183, assuming the other variables are constant

Based on the above interpretation it can be seen the magnitude of the influence of the independent variables of Training Material (X1), Training Method (X2), and Work Ability (X3) on employee Performance (Y).

Hypothesis Testing

1. F Test (Simultaneous)
   Hypothesis testing using multiple regressions aims to find out whether Variables X1, X2, and X3 affect the Variable Y. From the results of the F test that is simultaneous testing (simultaneous) shows a significance value of 0,000 ($p < 0.05$), so it can be concluded that there is a significant influence simultaneously from variables X1 (training material), X2 (training methods), and X3 (working ability) to Y (employee performance).
2. Test t (Partial)
   Based on the results of the study, by taking a significant level (significance) of 5% (0.05), for a constant value of significance (p) of 0.100 ($p > 0.05$), it can be concluded that the constant has no significant effect on the regression model. For variables X1 (training material) and X2 (training method), each showed a significance value of 0.025, and 0.028, respectively ($p < 0.05$). So it can be concluded that X1 (training material) and X2 (training methods) have a significant influence partially on Y (employee performance). Whereas X3 (work ability) with a significance value of 0.241

which is greater than 0.05, so it can be concluded that X3 (working ability) has no significant effect partially on the variable Y (employee performance).

Improved X1 (training material) which can better affect the increase in Y (employee performance), assuming the other variables are fixed (X2, and X3 = 0) or Cateris Paribus. And vice versa.

Improved X2 (training methods) can better affect the increase in Y (employee performance), assuming the other variables are fixed (X1, and X3 = 0) or Cateris Paribus. And vice versa.

Improved X3 (work ability) can better affect the increase in Y (employee performance), assuming the other variables are fixed (X1, and X2 = 0) or Cateris Paribus. And vice versa

DISCUSSION

Based on the above interpretation, it can be seen that the influence magnitude of the independent variables of Training Material (X1), Training Method (X2), and Work Ability (X3) on employee Performance (Y).

CONCLUSION

The training in the Ibis Styles Hotel Malang is carried out continuously, which is dependent on hotel occupancy. If the occupancy is low, then the training is held once a week, and if the occupancy is high, then the training is held once a month. The Training Program is held by following needs of the employees, which aims to increase productivity (service quality) for all Housekeeping Department employees. The training provided to employees as follows: 1). How to make up room. 2). Laundry pick up procedure. 3). Making bed. 4). Lost & found. 5). D&D procedure (don't distrub). 6). Skills and knowledge training 7). Excellent service training. The trainers are managers and supervisors, and the implementation is in the sweet room and sometimes in the housekeeping office. The influence of Housekeeping department employee training at Ibis Styles Malang Hotel can be said to be good, because it has influenced on employee performance, because the value obtained from the 3 variables (employee training) is very significant, the training is = 0.324, the training method is = 0762, and the ability work equal to = 0.852 which is above alpha 0.05, then this can mean that the variance (variance) of all variables is very significant.

The obligation of a company in providing training to employees so that employee performance is by their duties and responsibilities in carrying out work that is appropriate in their field, refers to RI Law article 1 paragraph 9 No.13 of 2003. This is basis of of training importance for the employees, so that employees can provide the output and quality standards desired by the company, and can also minimize the complaints from guests who stay in Ibis Styles Hotel Malang.

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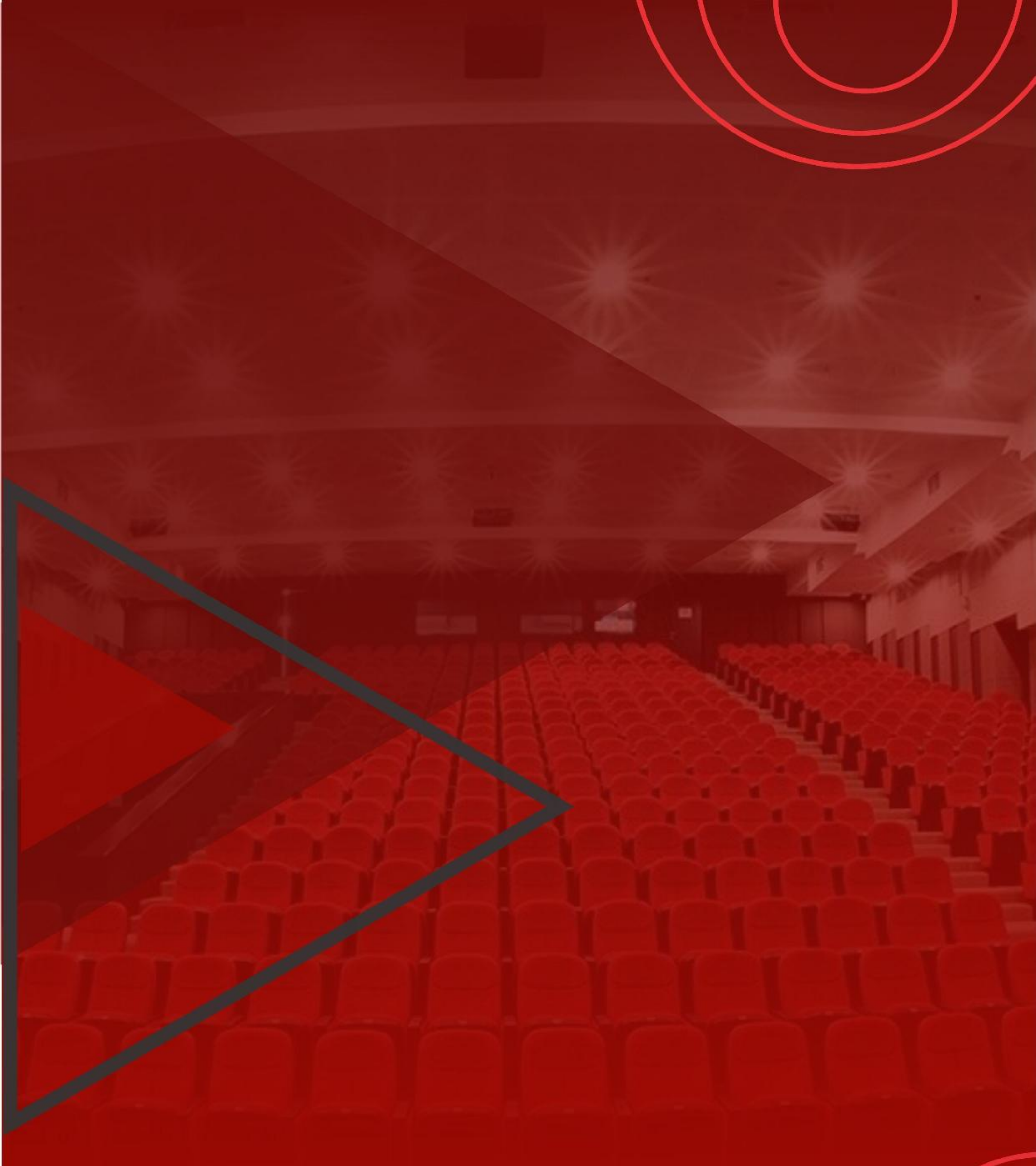

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