ANALYSIS OF CONSUMER PREFERENCES AND TRAVEL BEHAVIOR IN JAKARTA'S TOURISM DISTRICTS TO HELP MAKE PROMOTIONAL PROGRAMS

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ABSTRACT

Domestic travelers, also known as local tourists, made 603.2 million trips in 2021, according to the Central Statistics Agency (BPS). This figure grew from the previous year, when it was up 14.95 percent from 524.57 million trips. This research aims to examine Jakarta Tourist's preferences and customer behavior as part of attempts to develop a more successful tourism marketing strategy. It is also an attempt to understand market characteristics and desires in order to become a significant reference in the marketing of cultural tourist goods and the development of promotional programs. A field survey was done in Jakarta to aid in the implementation of the analysis and get the best possible findings. The sample approach utilized in this study was non-probability sampling using the online survey method since the data collection technique employed online questionnaires with the aid of Google Forms utilizing the self-administrated questionnaire method. Online surveys are conducted with uncontrolled distribution, meaning that the questionnaire can be completed by anybody, anywhere. The screening questions in the questionnaire, however, decide whether the responder is included in the sample. With a total score of 856, the top five consumer preferences for picking the most popular tourist locations include tourist attractions with plenty of rides, utilizing air transportation, going on culinary excursions, and staying at hotels

Keyword: consumen preferences, consumer behaviour, local tourism

PENDAHULUAN

Tourism is the world's largest and fastest-growing sector (Amir et al., 2014), and it has an influence on economic growth (Kosti et al., 2018). Tourists are the most active and influential human agents in the tourist destination system because their behavior and movements link them to tourist attractions (Liu et al., 2017). Tourists come to ecosystems to experience the pure air, unique landscapes and animals, scenic beauty, culture, history, and recreational activities that mountain tourist sites provide (Charters & Saxon, 2007).

DKI Jakarta is also suffering the consequences of the tourism industry's expansion. With a population of 10,562,088 people and an area of 664.01 km2, Jakarta is Indonesia's capital city, with a population density that exceeds that of many other large cities in the nation (Central Bureau of Statistics, 2021).

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While the main tourist attraction in DKI Jakarta that many local visitors visit.

Tabel 1.1

Number of Tourist Visits to Main Attractions in DKI Jakarta

Objek Wisata Unggulan	Jumlah Kunjungan Wisatawan ke Obyek Wisata Unggulan Menurut Lokasi di DKI Jakarta		
	2019	2020	2021
1. Taman Impian Jaya Ancol	9 282 441	2 351 961	3 248 408
2. TMII	5 071 980	1 123 542	889 993
3. Ragunan	5 407 858	633 963	784 639
4. Monumen Nasional	12 112 946	443 034	0
5. Museum Nasional	305 086	67 088	28 700
6. Museum Satria Mandala	17 132	3 183	2 465
7. Museum Sejarah Jakarta	746 971	153 223	51 952
8. Pelabuhan Sunda Kelapa	38 058	16 348	32 950
Jumlah/Total	32 982 472	4 792 342	5 039 107

Sumber/Source: Dinas Pariwisata Provinsi DKI Jakarta/Tourism Services of DKI Jakarta Province

The trend in the number of tourists in the tourism sector in DKI Jakarta in 2021 can be seen in the table above, with a minor increase in certain tourist attractions but a reduction in most tourist attractions such as TMII, the Satria Mandala Museum, and the Jakarta History Museum. Meanwhile, Ragunan, which climbed by 150,676 in 2021 compared to 2020, is the trend for tourist sites that have had a rise in 2021.

The trend of increasing tourist visits is still not similar to the pattern of visits in 2019 prior to COVID-19, thus various actions must be implemented. Efforts are being made to boost the number of local visitors, particularly in the field of ecotourism.

Ecotourism is a type of tourism that is responsible for the preservation of natural regions, the creation of economic advantages, and the preservation of local communities' cultural integrity. It is also a type of particular tourist interest (Fandeli, 2003).

An ecotourism activity is one that meets three criteria. (1) The conservation dimension, namely tourism activities, contributes local conservation initiatives with minimum negative consequences, (2) Tourists who participate in tourism activities have an educational dimension. Will Learn about ecotourism and the unique biological and cultural life of the area. (3) the social dimension, namely the local community, which has been a significant player in the execution of every tourist activity (Hafild, 1995).

According to data, natural attractions are extremely appealing among various sorts of ecotourism, accounting for around 10% of all tourist aficionados (WTO, 2000). With the designation of 2002 as the International Year of Ecotourism, the future looks brighter; favorable reactions have been received from more than 93 nations worldwide. Ecotourism development is difficult since it must adhere to international norms and laws. However, it is both affordable and very profitable in terms of ecological protection and community empowerment.

Potential tourist attractions Tourist attractions are physical formations, activities, and supporting amenities that might draw travelers to specific locations (Spillane, 1985). In Law No. 9 of 1990, objects and attractions are defined as everything that is the aim of tourism. Tourism activities on this trip are elective and transitory in order to appreciate tourist objects and attractions.

There are some three fundamental aspects are present in all tourism objects and attractions (Nyoman, 1990), namely:

(1) sites, namely exceptional areas that visitors may visit, (2) visible signals or emblems of great worth. (3) physical limits that restrict physical things or environmental attractions.

All tourist attractions that draw people to come and see them. Because of the thing's authenticity and originality, the tourist object must be preserved. However, tourism carrying capacity is the most significant component in building tourist attractions. Ecotourism's carrying capacity is not only restricted to the number of visits but incorporates additional factors such as: (1) ecological capacity, or the natural environment's ability to fulfill human

requirements (2) physical capacity, including the ability to sustain facilities and infrastructure for tourism (3) social capability, i.e. the ability to interact with others accept any tourism destination area without causing harm to the environment (4) Economic capacity, namely the ability to absorb the commercial firms of the destination while also catering to regional economic concerns.

According to Stoddard et al. (2012), the notions of the triple bottom line, sustainability, sustainable development, and sustainable tourism are all intertwined. Sustainable tourism, they argue, is the greatest approach to protect tourism's "golden goose," as it can be utilized as a viable instrument to boost the competitiveness of transient tourist sites. Tourism and sustainable development need a delicate balance of economic growth, environmental conservation, and social fairness.

The ongoing COVID-19 epidemic is posing serious issues to the idea of sustainable tourism. The three components of sustainable tourism (environmental, sociocultural, and economic) will be fascinating to explore in the future, particularly in light of developments and modernity brought about by the COVID-19 epidemic.

During the COVID-19 pandemic, tourist patterns shifted to prioritize tourism that is safe from viral propagation and more intimate in character. Communities are likely to choose tourism that is precisely customized to their requirements (localize), tours done with family (personalize), and tours done in small groups or numbers (small size).

When making selections, an individual's preference is the inclination to pick something that is favored above alternatives. Because of the advancements in tourism and technology, travelers are becoming more choosy in selecting tourist attractions; hence, preferences serve as a guideline for tourists in locating tourist sites.

This research aims to examine DKI Jakarta Tourist's preferences and customer behavior as part of attempts to develop a more successful tourism marketing strategy. It is also an attempt to understand market characteristics and desires in order to become a significant reference in the marketing of cultural tourist goods and the development of promotional programs. A field survey was done in DKI Jakarta to aid in the implementation of the analysis and get the best possible findings.

Literature Review

Tourism

According to Tourism Law No. 10 of 2009, tourism is defined as all activities related to tourism that are multidimensional and multidisciplinary in nature and emerge as a manifestation of the needs of each person and country, as well as interactions between tourists and the local community, fellow tourists, the government, regional governments, and entrepreneurs. Tourism has been developed as one of the cornerstone areas in the national economy, according to current government strategy.

"A person who travels in the territory of a country, in this case Indonesia, for a trip duration of less than 6 months and is not on a routine trip (school or work), by visiting commercial tourist attractions and/or staying in commercial accommodations, and/or traveling distances greater than or equal to 100 (one hundred) kilometers round-trip," is referred to as a domestic tourist (Central Bureau of Statistics).

Tourism Locations In general, tourism destinations can be viewed as locations to travel to or be led to visit. Tourist destinations are also known as "locations where visitors want to spend their time away from home." Consequently, a location may be described as a tourist destination if it attracts travelers who stay there for a lengthy period of time (Hermantoro, 2010:78). Within the limits (authority) of a nation, city, or other physical entity with tourism potential, a tourist destination can be thought of as a collection of tourism facilities and services, or a package of tourism goods that provide customers experiences (Hermantoro, 2010:79).Attributes of Tourism The following are tourist qualities, according to: Glenn Ross (2000): 1) Tourist Attractions Tourist attractions are cultural arts and natural richness that tourists may see, experience, and enjoy. 2) Attractions for Tourists Tourism activities are those that include tourists. 3) Transportation Transportation is a mode of transportation used to get to tourist spots. 4) Accommodation Types Buildings that are especially constructed to provide services and facilities in return for a charge are classified as accommodation kinds. 5) Different Kinds of Souvenirs Souvenirs are items that may be used as a memento after visiting a location.

Customers Preferences

According to Supianti (2015: 21), customer preferences essentially encompass consumers' best judgment or wants. Customer preferences affect consumer decisions when presented with a multiplicity of identical items. Preferences are derived from the English word "prefer," which means to prefer or exaggerate, and may be understood as a decision (Echols and Shadily, 1992). When linked to statistical techniques that sort or rearrange consumer preferences for many options to establish the utility function of each feature and the relative decisions of each attribute (Kotler, 2016).

"Consumer preference," according to Simamora (2005) and Fauzan (2018), is an abstract notion that depicts a map of enhanced pleasure derived from a combination of products and services as a reflection of his particular likes. According to the above definition, customer preferences are attitudes toward consumers, both good and negative, while selecting a product.

Making Consumer Choices The purchasing decision process, according to Kotler and Armstrong (2018), consists of five stages: need awareness, information search, alternative evaluation, purchase choice, and postpurchase behavior. Previous to and after the actual purchase, the buying process is ongoing. In fact, it could influence a decision not to buy. Because of this, marketers must focus on the whole buying process rather than just the final choice. 1. Making Consumer Decisions Stage one. Need Appreciation the first stage of a buyer's decision-making process, during which the client identifies a need or a problem.

When a buyer perceives a problem or a need, the purchasing process begins. b. Information Search when a consumer is urged to seek out more information during the buyer selection process. Customers that are interested may or may not look for further details. c. Alternatives Evaluation is the stage of the buyer's choice process in which consumers utilize information to evaluate alternative brands among a collection of possibilities, or how consumers process information to make brand judgments. d. Purchasing Choice Consumers create buy intentions and brand ratings during the assessment stage. The consumer's buying decision generally determines the most preferred brand,

however there are two factors that might happen in between buy intention and purchase decision.

The first component is other people's attitudes, and the second factor is unanticipated situational situations. Take additional action after purchase, based on their happiness or discontent. Consumer discontent increases when the gap between expectations and performance widens.

Making a Decision The consumer's personal judgment heavily influences the decision-making process when acquiring products and services, where value is quantified in a variety of ways [9]. According to Kotler and Keller [10], the purchasing decision-making process consists of five stages: a. introduction to the problem; b. information search; c. alternative appraisal; d. purchase choice; and e. post-purchase behavior.

There are more than two people engaged in the trade or purchase process when making purchasing decisions or acquiring consumer items. Purchasing decision actions include selecting items, brands, and suppliers; deciding when to buy; and deciding how much to buy. A person can generally play one of five different roles. These five jobs can sometimes be filled by a single person, but they are frequently shared by several people. Initiating, influencing, and reacting are among the five roles.

Method

A qualitative technique is used in this investigation. The study's sample size is 100 domestic visitors. The distribution of questionnaires and in-depth interviews utilizing interview guidelines was employed as the sample gathering approach. The data analysis approach utilized is descriptive-qualitative, which is beneficial for generating hypotheses based on data collected in the field. In the early phases of the qualitative research process, the researcher did exploratory research and then in-depth data gathering, from observation through report writing.

Descriptive research aims to describe and understand anything, such as existing circumstances or connections, developing perspectives, ongoing processes, consequences or impacts, or ongoing trends (Ikbar, 2014).

As a research medium, the study employs processed data from numerous sources to depict the COVID-19 phenomena as a worldwide concern that poses a genuine threat to people.

The survey approach was utilized in this investigation, with a survey instrument in the form of a questionnaire. The survey technique, according to Malhotra (2009), is a structured questionnaire provided to respondents in order to acquire specific information.

Data collection techniques

The sample approach utilized in this study was non-probability sampling using the online survey method since the data collection technique employed online questionnaires with the aid of Google Forms utilizing the self-administrated questionnaire method. Online surveys are conducted with uncontrolled distribution, meaning that the questionnaire can be completed by anybody, anywhere. The screening questions in the questionnaire, however, decide whether the responder is included in the sample.

Results and discussion

in terms of respondent attributes The characteristics of the respondents studied in this study were that the respondents' sex was more dominant, but it could be said to be evenly distributed because there was a small difference; the respondents' age was

more dominated by the ages of 23 to 28 years; the respondent's last education was more dominated by S1; the respondents' occupation was more dominated by private employees; and the respondents' monthly income was more dominated by more than 3.5 million rupiah.

That is, the accuracy of predicting customer preferences is crucial. As a result, the four variables that result in 12 combinations of tourist preferences are appropriate for describing consumer needs when selecting tourist locations.

With a total score of 856, the top five consumer preferences for picking the most popular tourist locations include tourist attractions with plenty of rides, utilizing air transportation, going on culinary excursions, and staying at hotels.

Consumers prefer practical fun and being in the middle of the city, namely having a vehicle to play in and using air transportation for quick mobility to destinations; tourists also like culinary tourism because it has the characteristics of each region so that consumers look at it to visit; and staying at hotels is preferred because hotels have complete facilities and good service but at a lower cost than staying in a hotel.

Conclusion and Recomendations

1. The following conclusions can be taken from the analysis and discussion of the research findings: 1. The following are the findings of the researcher's conversation with 100 customer respondents who like tourism destinations: Having a number of rides to play on, utilizing air transportation, and performing things they enjoy is culinary tourism, as seen by the utility score of 856.

The most popular activities are simple ones, like culinary activities that give the impression that consumers have already tried this, and then consumers are more concerned with staying in places that are close to the city center. Consumers prefer tours that are close to the city center, have interactive and enjoyable playgrounds, use air transportation for convenience and speed of arrival.

2. The characteristics of transportation that tourists are most interested in are air transportation and land transportation, and tend to be unappealing to sea transportation; the characteristics of tourist activities that are most in demand are culinary tourism and less appealing, namely culture. These characteristics apply to both tourist attractions and modes of transportation.

Recommendations

Based on the findings of the data analysis, the discussion of research findings, and the conclusions reached, the following recommendations are made: 1. All chosen features are directed toward practicality and prioritize excellent quality and completeness in order for all travel agencies to be able to deliver packages or services based on client preferences. As a result. 2. Not to provide packages to customers that comprise qualities and levels that customers dislike.

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