

# Domestic Tourists Preferences Toward Water Transportation

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**Abstract**—This research intended to notice domestic tourists' preferences in choosing water transportation at Kepulauan Seribu based on their psychographic profile by considering seven travel attributes (cost, duration, accessibility in obtaining the transportation, frequency, service level, security, and departure schedule). This research applied descriptive quantitative with data collection technique used distribution of questionnaire and observation by questionnaire and checklist, descriptive statistics as the data analysis technique with SPSS as the data analysis tool, and 168 samples. The results showed that speedboat became the most chosen vehicle among the three vehicles. The majority of domestic tourists at Kepulauan Seribu came from Jabodetabek, Java, and its surroundings, aged in their late teens and adulthoods, works as private employees, receive middle-upper incomes, have married, prepared minimalistic expenditures for tourism, visited for two until three days, have visited the destination more than three times, pleased to visit, and were motivated by a purpose of relaxation and take on vacation. Income, travel expense, latest education degree, satisfaction level, and age determined domestic tourist preference of choosing water transportation in Kepulauan Seribu. Overall, they chose speedboat as the best vehicle, followed by Kerapu ship and traditional ship, and assessed security as the most important travel attribute in traveling to Kepulauan Seribu.

**Keywords**—water transportation, preferences in choosing the type of water transportation, psychographic tourists profile

## I. INTRODUCTION

Transportation becomes one of the components to visit a tourist destination. In addition, transportation is also a component to access what is in the destination. If the destination is a region with a dispersed island pattern such as Kepulauan Seribu (The Thousand Islands), of course water transportation becomes a mainstay in the local area accessibility. Good water transportation makes good connectivity for tourism in islandish destination like The Thousand Islands.

Ataladjar (2015:168-173) revealed that The Thousand Islands has a number of issues as follows:

- Traveling to the Thousand Islands is not cheap. Resort islands can only be visited by speedboats that can only be enjoyed by thick-pocket tourists due to high fares.
- Non-resort islands such as Untung Jawa, Pramuka, Kelapa, Tidung, etc can only be accessed by public tourists by wooden boats or ojek boat that are not comfortable. The ship is low-speed, crowded with

passengers and goods for trade matters. Basically, these ships are fishing boats used by local fishers for fishing, making it less feasible as a tourist boat, whereas the majority of passengers from this ship are local tourists or domestic tourists. The safety and comfort aspects that exist for tourists need attention. Nevertheless, the price is affordable.

- Currently, there is no reliable transportation that can run regularly and fast with low-cost. Fast boats are generally only owned by resort islands, while longboat passenger ships only depart on weekends with minimum passenger conditions. The Thousand Islands require fast, convenient, and inexpensive vessels.

But instead, based on the data of The Tourism Office of The Thousand Islands Administrative District, the number of domestic tourist arrivals in The Thousand Islands in the last 3 years has increased, ie in 2015 there are 801,421 people, in 2016 there are 810,027 people (increased 8,606 people), and in 2017 there are 850,629 people (increased 40,602 people). So, despite the destination has these three issues explained by Ataladjar (2015, 168:173), the issues apparently didn't give effect to decreasing number of visits by domestic tourists to The Thousand Islands since 2015.

Looking at three issues revealed above by Ataladjar (2015, 168-173), tourists then have a tendency in choosing what type of water transportation modes they use to travel on the Thousand Islands. Therefore, their preference for choosing the type of water transport can be raised as a topic in this study.

There was a hypothesis that choosing the transportation type influenced by some travel attributes (Morlok in Azis *et al*, 2016:158-160). There was also some major factors which influenced preference, one of them is psychological factor consisting of motivation and perception (Nugroho, 2013:10). This research will also emphasize on psychographic factors, especially the motivation and perception of tourists visiting the islands. This was supported by other expert that one thing which create tourists visits' characteristic is their psychographics profile, which include components of character nature, lifestyle, interest, choice, motivation, perception, and expectation (Morison in Karim and Kusuma (2015:187). Therefore, This study would look on domestic tourists preferences towards water transportation considering two influencers, (1) the travel attributes and (2) the tourists' psychological factor (motivation and perception). So, two research questions

were asked; (1) How is the domestic tourists profile who travel in The Thousand Islands? And (2) how is the travel attributes that influence the water transportation preference in the destination?

This research is expected to be an input for the government and industries which are related to the needs of domestic tourists in the choice of water transportation in The Thousand Islands. This research consists of literature review mainly about two theories: (1) Tourists preferences towards water transportation by the travel attributes and (2) tourists' psychographics profile, which focused on motivation and perception. This research also consists of methods used to collect and analyze data, also including aims of the research, brief description about The Thousand Islands itself, population and samples; results; discussions; conclusions; and recommendations for the government and all related industries to the domestic tourists' needs in The Thousand Islands for the water transportation modes availability.

## II. LITERATURE REVIEW

### A. *Tourists' Preferences Toward Water Transportation by the Travel Attributes*

Connectivity will be supported by adequate transportation in accordance with the type of transportation in accordance with the conditions in the tourist attraction. Transportation by Cahill (2010:1) is an important component of the modern economy of a society where goods must be moved and people need to travel.

Sjafruddin (2007:107) argued that there are five travel attributes that are considered to have big influences in the behavior of mode selection, namely: (1) Travel costs (cost); (2) Travel time (journey time); (3) Accessibility to the port (accessibility); (4) Frequency of departure; (5) The level of service/facility in the mode (quality of services). Furthermore, Morlok in Azis *et al* (2016:160) argued that the determination of travel attributes considered influential in the behavior of mode selection into several factors are: (1) Cost; (2) Time (total travel time); (3) Frequency (number of trips); (4) Service (comfort level); (5) Security (safety level); (6) Departure (departure schedule).

Of the two views above, they are then combined that the travel attributes considered to play important roles in the water transportation modes selecting behavior are: (1) Costs; (2) Travel time; (3) Accessibility to the port; (4) Travel frequency; (5) Service level; (6) Security; and (7) Departure time.

These travel attributes serve as the basis for knowing the preferences of tourists in the selection of the existing water transport modes in the Thousand Islands.

These travel attributes, besides looking at it from the tourist psychographic profile, are references to help in looking at the preference of domestic tourists to the water transportation modes in The Thousand Islands.

1) *Cost*: In a broad sense, cost is the sacrifice of economic resources as measured in units of money, which have occurred or may occur to achieve certain goals. In a narrow sense, cost is part of the cost of goods sacrificed in an attempt to earn an income (Mulyadi, 2012:3). The lower

the transportation cost the more people tend to ask more for transportation service offered (Cole in Azali, 2018:89).

2) *Travel Time/Duration*: Travel time is the entire time used to travel a distance from the origin to the destination of travel (Department of Transportation in Indonesia). Travel time is the length - long-short - time spent on the journey to travel a certain distance. The size is the size of time seconds, minutes, hours, days, weeks and so on (Masmimar Mangiang). Time factor becomes consideration in choosing transportation mode by the passengers. For those who have limited time usually look for or choose faster transportation mode (Cole in Azali, 2018:89).

3) *Accessibility*: Wojowasito (1991:2) says that accessibility is an easy thing to achieve. That is, accessibility is not just the willingness of everything, but also the willingness that is easily achieved.

4) *Travel Frequency*: In the Oxford Dictionaries, the frequency is "the rate at which something occurs over a certain period of time or in a given sample", whereas travel is defined as going or moving from one place to another. Both terms can be inferred for the travel frequency, i.e, the travel rate or move from one place to another where it occurs over a period of time. Travel frequency is the amount of travel of the vehicle in certain period of time. It can be defined as high frequency and low frequency. High frequency means there are many travel the vehicle did in a period of time, while low frequency relatively means there are only few travel the vehicle did I a period of time (Abubakar *et al*, 1995:10).

5) *Service Level*: Service is an activity or a series of invisible (non-tangible) activities that occur as a result of the interaction between consumers and employees or other things that provided by the service provider company intended to solve consumer or customer problems (Gronroos in Atik and Ratminto, 2005:2). A transportation mode which is able to give consistent standard service will be liked by transportation service users (Cole in Azali, 2018:89).

6) *Security*: The security and comfort of tourists is a condition that is expected to be stable, causing a calm feeling without any worries while on a trip to a destination and staying for some time (Mahagangga, 2013:97). Security factor always be the attention for passegers, government authorities, and most of the transport operators. Accident that happened in transportation mode will decrease the demad of that transportation mode, mainly for short time (Cole in Azali, 2018:89).

7) *Departure*: According to the Oxford Dictionaries, the departure is taken from the ancient Franciscan language *departeure*, which means "The action of leaving, especially to start a journey".

### B. *Tourist Psychographic Profile*

#### 1) *Motivation*

Motivation comes from Latin *movere* which means 'encouragement' or 'move'. Motivation begins with a drive that makes an individual to try to meet the needs or desires. Motivation is important, because motivation causes,

distributes, and supports human behavior. Individuals will always strive to meet and satisfy their needs. The ability to work on this is similar to Neal's opinion in Nitisusastro (2013:70), which is "A power of within an individual that moves behavior that gives direction and purpose to that behavior." According to McIntosh and Murphy in Karim and Kusuma (2015:187), basically a person who travels are motivated by several things, which can be grouped into 4 major groups as follows: (1) physical or physiological motivation (2) culture motivation, (3) social motivation, and (4) fantasy motivation (motivation due to fantasy or status and dignity). Physical or physiological motivation are such as relaxation, health, comfort, participation in sports activities, leisure, and so on. Cultural motivation, namely the desire to know the culture, customs, traditions, and other regional arts; including interest in various cultural objects (historical monuments). Social motivation or interpersonal motivation are such as visiting friends and family, meeting partners, pilgrimages, escape from boring situations, and so on. Fantasy motivation, the fantasy that in another area a person will be able to escape from the dull daily routine, and ego-enhancement that gives psychological satisfaction.

### 2) Perception

Perceptions according to Ferrinadewi in Wahyuni (2008:42), derived from the Latin *perception*, meaning to 'receive' or 'take'. Perception has two foundations, namely the physiological basis to create a perception arising from the human senses (sense of touch, sense of smell, sense of sight, hearing, and sense of taste) and cultural, economic, social and psychological base through this process, and the interpretation of stimuli involved. Rapid response occurs on a physiological basis that uses the human senses. The perception of a person on a stimulus received, will be different from one another. The views of individuals or groups as consumers of a product or service may vary widely. Through physical stimulation, individual circumstances, and stimuli associated with the environment can be used to determine the perception of a person.

Then Effendy in Dwiputra (2013:39) says what is meant by perception is sensing the impression that arise from the environment. The power of one's perception can be reinforced by knowledge and experience. The more often a person puts himself in communication, the stronger his perceptive power. In general, one's perception is influenced by 3 factors referring to the Siagian view in Dwiputra (2013:39) namely, (1) the person's self; (2) the target of perception; (3) the situation.

### C. The Thousand Islands

The Thousand Islands Administrative District is in the province Jakarta's Special Capital Region, Indonesia with a territory covering a group of islands in the Jakarta Bay. Previously, the Thousand Islands region is one of the sub-districts in North Jakarta Administrative City (Ataladjar, 2015:19).

There are two sub-districts in The Thousand Islands Administrative District: South Thousand Islands District and North Thousand Islands District. South Thousand Islands District oversees three villages namely Tidung Island Village, Pari Island Village, and Untung Jawa Island Village. North Thousand Islands District also oversees three villages: Kelapa Island Village, Harapan Island Village, and

Panggung Island Village. The Thousand Islands, nicknamed Maldiven van Java has a capital in the island of Pramuka which covers 11.8 km<sup>2</sup>. The Thousand Islands Administrative District has a population of approximately 20,000 inhabited the small islands (Ataladjar, 2015:20).

All over The Thousand Islands lined from the south to the north stretching along 45 km. Despite its name The Thousand Islands, the total number of islands of the reefs in these islands is 110 islands. According to the latest data, of the 36 islands used for tourism, 13 evolved into inhabited islands of 11 islands to the islands of migratory migration of protected birds and two islands containing historical remains. There are also 23 islands privately owned so they are closed to the rest are uninhabited islands, or where fishermen stop by (Ataladjar, 2015: 9).

### D. Results of Previous Studies

1) *First study*: It was found in Sjafruddin et al (2007) that accessibility and travel frequency influenced transportation mode choice. Total of traveling time on speedboat was the most influencing attribute in choosing the transportation mode.

2) *Second study*: It was found in Karim and Kusuma (2015) that the motivation of tourists visiting a destination is culture motivation, who wants to enjoy varieties of local culture, tradition, historical monument, and museum. Then, the tourists visit was also motivated by physical motivation, such as recreation, sport, health or medication, and studying or doing research. Then, they were also motivated by fantasy motivation, such as enjoying traditional foods and beverages, entertainment, and shopping, especially local crafts. Then, there was social motivation, such as VFR and attending a meeting.

3) *Third study*: It was found in Azis *et al* (2016) that travel cost influenced water transportation mode choice (ferry and traditional wood ship). The purpose of people using ferry ship was mostly for business and working purpose and cost, while for traditional wood ship was mostly because of social purpose, variety of schedule time and travel frequency.

## III. METHODS

There are aims of this research: (1) to find out the domestic tourists profile who travel in The Thousand Islands and (2) to find out the travel attributes that influence the water transportation preference in the destination.

Domestic tourists who have traveled from and/or to The Thousand Islands by water transport or have known the water transport in The Thousand Islands until the final survey period (April 2018) were selected as the population in this research.

The water transport were limited to three active boats and were based on their variation of respective management. They are traditional boat (managed by local people), speedboat (managed by private companies), and kerapu boat (managed by government). The boats were also limited in Jakarta ports which provides those three boats.

The number of samples is taken on the basis that the population is unknown, so one of the following formulas is used.

$$n = \frac{Z^2 \times P(1 - P)}{d^2} \quad (1)$$

Information:

n : size of sample required

Z : the standard value corresponds to the level of significance

P : subject proportion

d : precision level

In this study, a significance level of 95% was obtained, so the precision level (d) in this study was 0.05, the normal standard deviation value corresponding to the level of significance taken (Z) is 1.96, and the subject proportion (P) is taken 50%, makes the value become 0.5.

After calculation with the formula above, the minimum sample size required in this research is 385 people. But, there were only 168 people after all due to time limitation.

The sampling technique used in this research is accidental sampling, in which samples are selected and taken based on the ease of obtaining data, for example because it is easy to find, reach, or happen to be found.

Data collection techniques used in this research is the distribution of questionnaires and observation.

The data collection tool used in this technique is the questionnaire itself and checklist. Questionnaires can be given directly to tourists or made inquiries for interviews with tourists, while checklist was prepared to collect informations for the sake of the research's completeness. Matrix operationalization of variables (MOV) that have been formed by researchers become reference to form a questionnaire (Arikunto, 2010:195). The questionnaire used for this research was designed to be calculated in Likert scale. Likert scale is a scale that can be used to measure attitudes, opinions, and perceptions of a person or group of people about a phenomenon or phenomenon of education, and it is a psychometric scale commonly used in questionnaires, and is the most widely used scale in research in the form of surveys (Djaali and Pudji, 2008:28).

The analysis technique used in this research is descriptive statistics. In this descriptive statistics, descriptive statistics are methods related to the collection and presentation of a data so as to provide useful information. This method aims to describe the properties of the phenomenon under investigation. Examples of data presentation in descriptive statistics are tables, diagrams, and graphs. (Walpole, 1995). It is concluded that with the use of descriptive statistics, the data sets that researchers get will be presented in a concise and neat way and can provide core information from existing data sets.

In this study, researchers used the Statistical Package for the Social Science (SPSS) data analysis tool, a software tool designed to aid the processing of statistical data. Researchers also used Microsoft Office Excel to input data. To facilitate in testing the reliability, the researcher performs tabulation of data using crosstab function on SPSS. Before used as a study, the instruments that have been prepared based on the theoretical descriptions were consulted with experts (judgment) to be examined and

evaluated. Experts (expert judgment) are a lecturer and mentors.

#### IV. RESEARCH FINDINGS AND ANALYSIS

##### A. Tourists Psychographic Profile Analysis

###### 1) Perception

The psychographic profile of the domestic tourists is determined by sense, culture, economy, social, and psychology.

###### a) Sense of Sight – Physical Condition of the boat

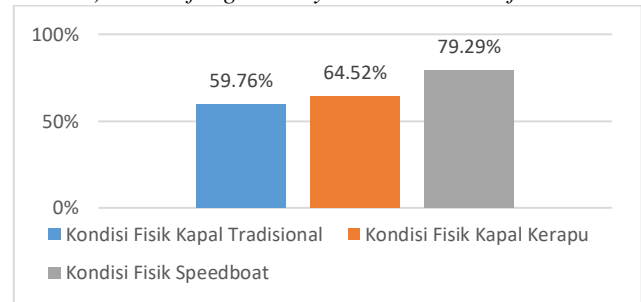


Fig. 1. Boats' Physical Condition

Based on the graph above, speedboat (grey bar) has the best physical conditions (79.29%). In the second place, Kerapu boat (orange bar) had good physical condition with 64.52 %. Lastly, traditional boat (blue bar) had sufficient condition (59.76 %).

Physical condition of traditional boat is considered as sufficient in spite of many traditional boats had been repainted to give a good impression. We could still find some boats which were not repainted yet. This shows the good condition of the traditional boats were not spread evenly.

Kerapu boat has a good physical condition because it was painted cleanly and its body is quite large.

Speedboat is the best kind of boat with a good physical condition among all water transportation. It is tougher and more sophisticated. Although we could still find some minor part of the boat broken, tourist still find it is has the best physical condition. This findings confirm the experts saying that the physical condition that can be seen with the sense of sight would determine the perception of choosing a transportation mode.

###### b) Sense of Hearing – Noise Level of Boat Machine

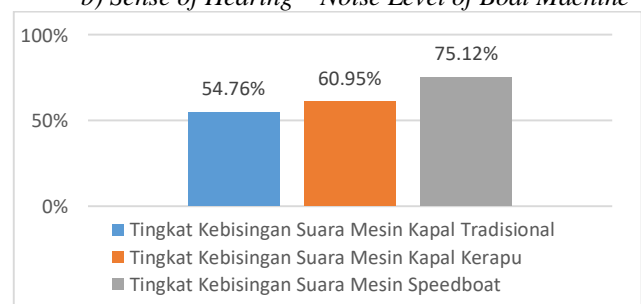


Fig. 2. Boat Machines' Noise Level

Based on the graph above, speedboat is the quietest boat to board (75.12% which is scored "good") followed by Kerapu Boat (60.95% which is scored "good") and traditional boat (54.76% which is scored "sufficient").

Traditional boats are the most noisy ships compared to the other two ships. The engine positioned in the middle of the ship. Thus, it is very close to the passenger sitting position so that passengers can hear the noise of the engine. However, traditional boats are still considered quite calm to be boarded.

Kerapu boat is calmer than traditional boats because the machine located quite far from the passenger. The noise of the machine could still be muted though there could possibly be some passengers who feel annoyed with the noise.

Speedboat has the lowest level of noise because the machine has the most sophisticated technology and the machine room is separated from the passenger seating position. Some speedboats, though, have their deck opened so passengers still probably heard the sound of the machine but that was still considered as the lowest noise for passengers.

*c) Sense of Touch – Boat Convenience*

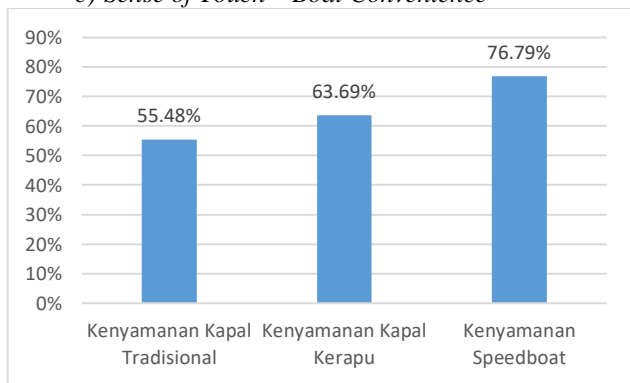


Fig. 3. Boats' Convenience

According to the graph above, speedboat (far-right) is the most convenient boat (76.79%), followed by Kerapu boat (middle) (63.69%) also traditional boat (far-left) is the most inconvenient boat (55.48%).

Traditional boat has a decent convenience level even though it becomes the most inconvenient boat. Some tourists might find it adventurous, while some others find it uncomfortable because of the tight sitting position and the absence of a baggage place.

Kerapu boat is quite convenient because it has a neat sitting position. It also has a toilet that the passenger could feel comfortable to board with this boat.

Speedboat is the most superior and the most convenient because it has AC, clean facilities, and comfortable seats.

*d) Overall Sense*

The physical condition of a traditional boat is considered sufficient based on the noise level of the engine sound and the convenience of the boat. Meanwhile, Kerapu boat and speedboat are considered good in physical position because both have a low level of noise of engine sound and a convenient facility on board. Also, both of them are more sophisticated compared to the traditional one.

*e) Cultural Aspect*

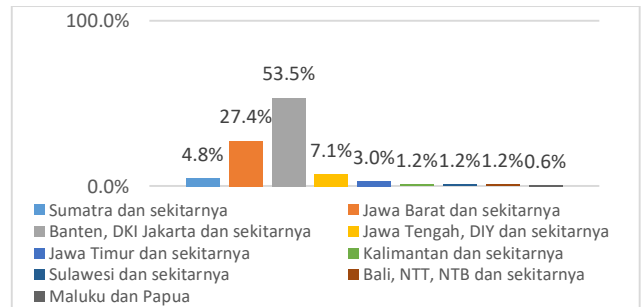


Fig. 4. Domestic Tourists' Origin

Based on the graph above, the largest respondents came from Banten, DKI Jakarta, and surrounding areas (53.5%). The second largest respondent came from West Java and surrounding areas (27.4%). Most domestic tourists came from Banten, DKI Jakarta, and surrounding areas. This may be due to geographical factors that are close and easily reached by tourists. The respondents from West Java and surrounding areas also have a large number due to the geographical factors of Kepulauan Seribu which are still close and easily reached by these domestic tourists.

*f) Economic Aspect (1) Income*

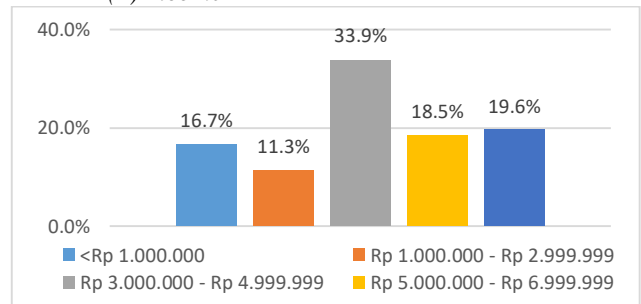


Fig. 5. Domestic Tourists' Income

The largest respondents are respondents with monthly revenue between Rp 3,000,000 and Rp 4,999,999 per month. The majority of domestic tourists that come to The Thousand Islands have a total income of three to seven million rupiah usually come from nearby regions and like to travel with their own income money.

*(2) Travel Expense*

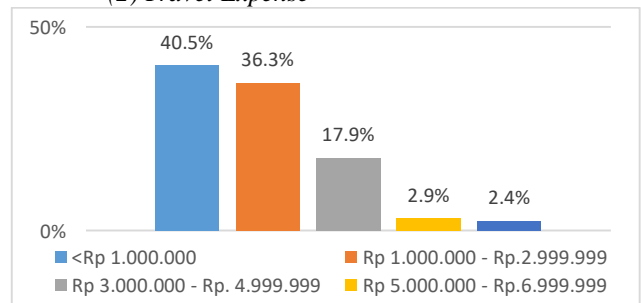


Fig. 6. Domestic Tourists' Travel Expense

Based on the graph above, the largest respondents are respondents with spending less than Rp 1,000,000 (40.5%). The second largest respondent is the respondent

with expenditures starting from Rp. 1,000,000 to Rp. 2,999,999 (30,3%). The third largest respondent is the respondent with expenditures amounting to Rp. 3,000. 000, - up to Rp. 3,999,999 (17,9%) The majority of domestic tourists have travel expenses of less than one million to less than four million Rupiah. The budget for such travel expenses affects the length of time of visit and choice of destination, so that tourists who live in near Thousand Islands will choose it as a destination because it is quite close to their origin.

g) Social Aspect  
(1) Job

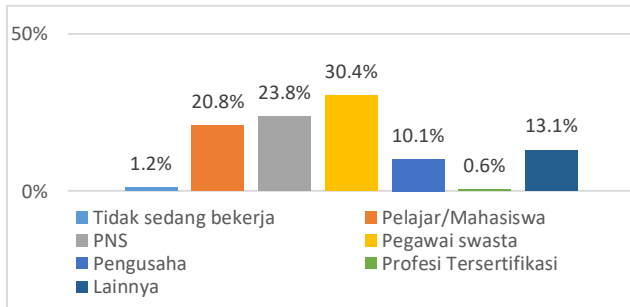


Fig. 7. Domestic Tourists' Job

Based on the graph above, the largest respondents were respondents with jobs as private employees (30.4%) The second largest respondents are civil servants (23.8%). The third largest respondent is a student or a college (20.8%). The majority of domestic tourists work as private employees, civil servants, and students. Private employees usually have a higher income than other jobs, as well as civil servants have a definite income, so that domestic tourists who work as private employees and civil servants can determine the budget for vacation more easily. Apart from being on a budget, they also usually visit the Thousand Islands for work reasons from offices or institutions, such as gatherings, diving training, program socialization, and other goals Students and students are usually also one of the workers who likes to vacation to escape their daily routine, so that tourists domestic work is quite prominent. In addition, they choose Thousand Islands because it is often used as a place for research, camping, and other educational activities.

(2) Education

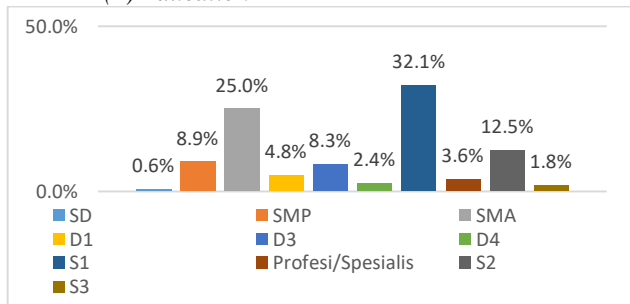


Fig. 8. Domestic Tourists' Education

Based on the graph above, the largest respondents lastly had bachelor degree (32.1%). The second largest respondent lastly had graduated from high school (25%). The third largest respondent lastly had master degree (12.5%). The

majority of domestic tourists have the latest educational background in high school, bachelor, and master degree. Looking at the respondents' latest education, these showed that our respondents are selective and smart enough for traveling and transportation needs.

(3) Marital Status

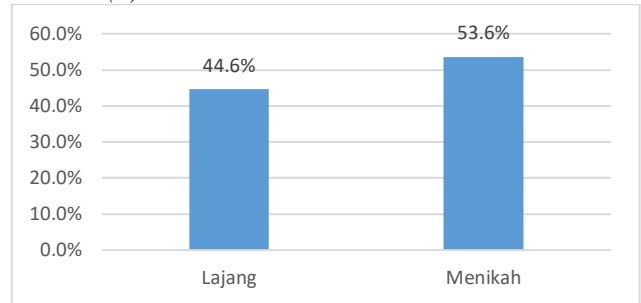


Fig. 9. Domestic Tourists' Marital Status

The result of the research shows that mostly the tourist are married.

Based on the graph above, most of the respondents a little more had married (53,6%) and the rest of it is single (44,6%). The married tourists tend to have a vacation for family, while the single ones were going on vacation for fun and self-actualization.

h) Psychological aspect

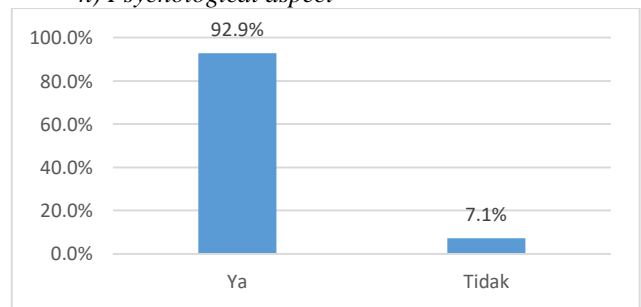


Fig. 10. Domestic Tourists' Satisfactory

92,9% of total respondents were satisfied traveling in Thousand Islands, while 7,1% were not satisfied.

The satisfactory might be generated from their satisfaction toward the facilities, service, tourist attractions, tourism activities, accommodation offered in the destination, and also because of their pride for visiting Thousand Islands due to its image as one of prioritized destination by Ministry of Tourism in Indonesia.

2) Motivation

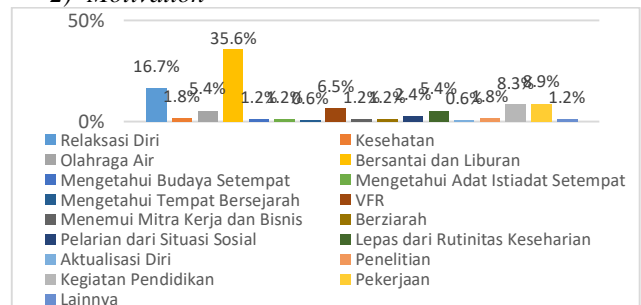


Fig. 11. Domestic Tourists' Traveling Motivation

The results of the research also shows mostly the tourists visit Thousand Islands for leisure and vacation (35,6%) dan for relaxation (16,7%). Looking at their majority origin (Banten, Jakarta, West Java, and surroundings), domestic tourists tend to escape from routine activities, so they can get leisure, vacation, and relaxation in a destination near them.

3) Other Factors  
a) Ages

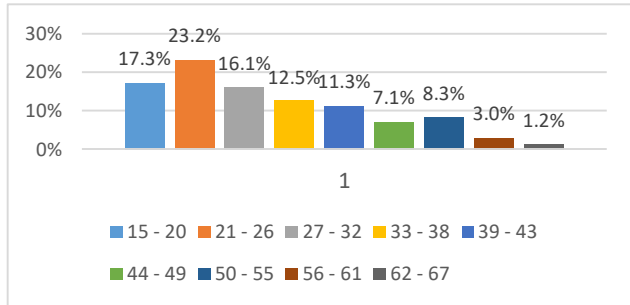


Fig. 12. Domestic Tourists' Ages

The majority of ship users in the Thousand Islands are at the age of 21-26 years (23,2%), followed by people at the age of 15-20 years (17,2%) and 27-32 years (16,1%), the age is the age of adolescents who also dominate the percentage of late adults.

b) Length of Visits

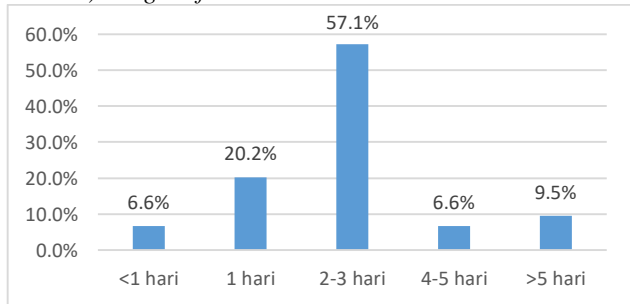


Fig. 13. Domestic Tourists' Length of Visits

Majority of respondents visited for 2-3 days (57,1%), followed by those who visited for 1 day (20,2%) and more than 5 days (9,5%).

Shorter length of visits was because of tourists' time limit and hectic routine activities, since most of them came from more developed areas. Longer length of visits was because tourists had more time for vacation.

c) Frequency of Visits

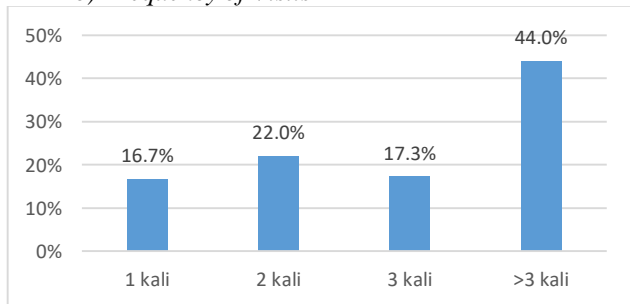


Fig. 14. Domestic Tourists' Frequency of Visits

The majority of domestic tourists has visited more than 3 times to Thousand Islands, followed by tourist that has visited 2-3 times. Looking at their majority origin (Banten, Jakarta, West Java, and surroundings) and their motivation to get leisure, vacation, and relaxation in a destination near them, domestic tourists were able to visit many times.

B. Travel Attributes Analysis on Choosing The Water Transportation Mode

1) Costs

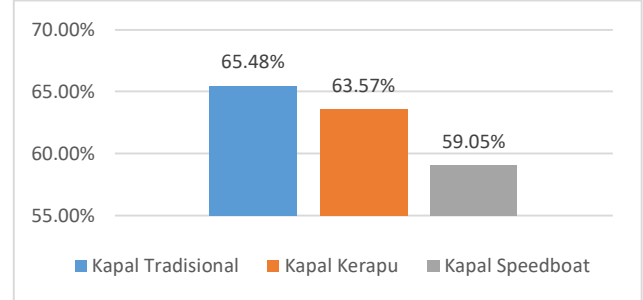


Fig. 15. Boats' Costs

Graph shows traditional boat (blue bar) was best at cost. The majority of domestic tourists need vehicles with cheap travel rates since their travel expenses are minimal.

2) Travel Time/Duration

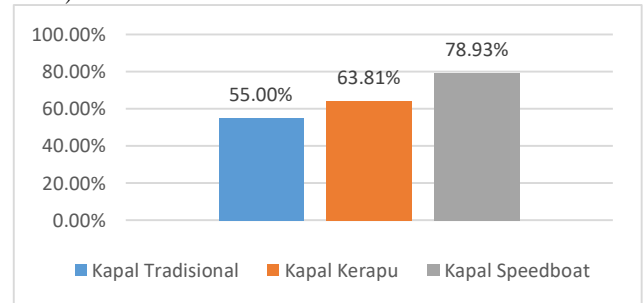


Fig. 16. Boats' Travel Time

Based on the graph above, the attributes of traveling time/duration were best for speedboats (grey bar). Domestic tourists need a mode of transportation with a fast duration.

3) Accessibility

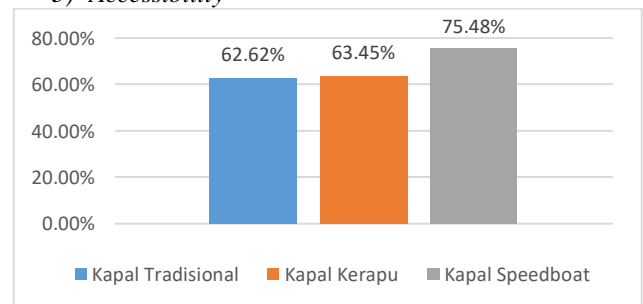


Fig. 17. Boats' Accessibility

Speedboats had easiest access to obtain the boat by domestic tourists. Domestic tourists want to get convenience in obtaining a ship that will be used to travel to Thousand Islands.

4) *Travel Frequency*

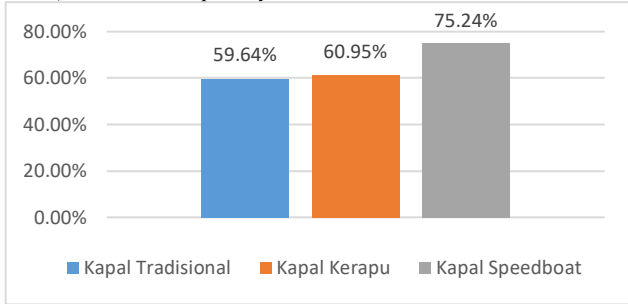


Fig. 18. Boats' Travel Frequency

Speedboats have the most travel frequency compared to the other two. On weekdays, the speedboat goes to island twice every working day and returns to the port once. Speedboats had the clearest information to domestic tourists, comparing to other boats.

5) *Service Level*  
a) *Service Quality*

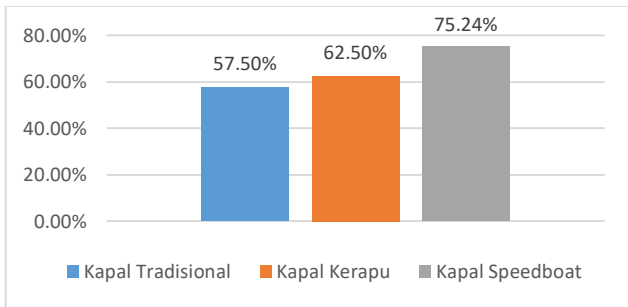


Fig. 19. Boats' Service Quality

Based on the graph above, the best service quality offered by speedboats. They have more trained crews and more consistent service.

b) *Facility Quality*

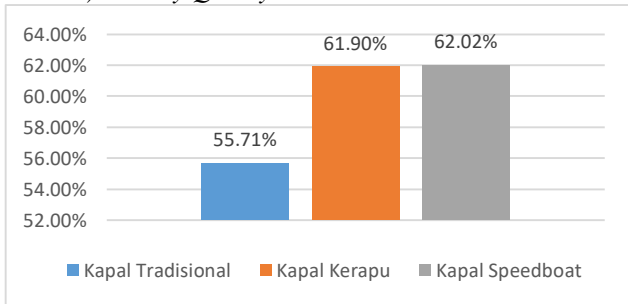


Fig. 20. Boats' Facility Quality

Speedboats have better quality on their facilities than the other two ships. This ship has the most complete facilities, such as TV, toilet, air conditioning, and so on. They also has better seat condition.

6) *Security*

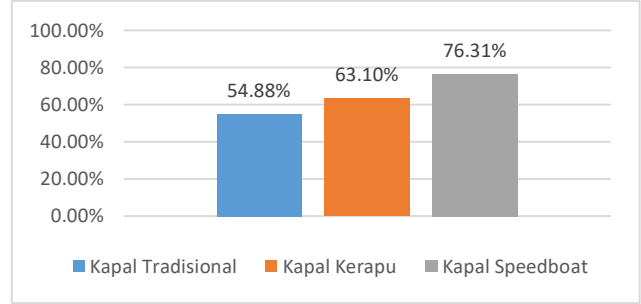


Fig. 21. Boats' Security

Speedboats have better security because they provide a better and safer life jacket than the other two ships.

7) *Departure Schedule*

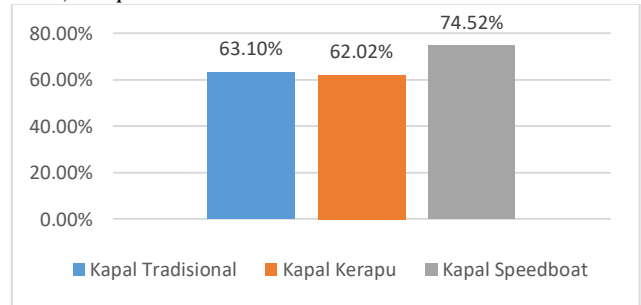


Fig. 22. Boats' Departure Schedule

Speedboats provide clearer and more scheduled departure information. Eventhough it has a regular departure schedule, sometimes kerapu boats not operate on specified departure schedules and sometimes traditional boats don't depart on time.

8) *Traditional Boat Choosing Preference*

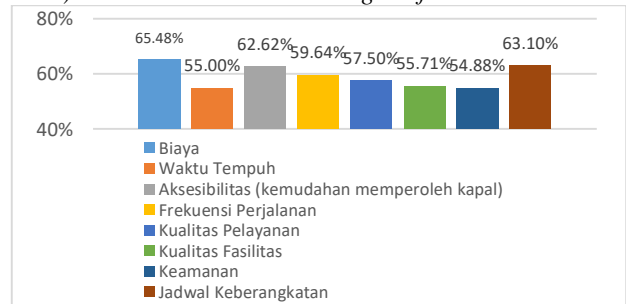


Fig. 23. Traditional Boat Choosing Preference

Based on graph above, traditional boat is chosen with the highest consideration of cost, followed by departure schedule and accessibility.

Over all, the attribute of traditional boats get sufficient average score (59,24%).



9) Kerapu Boat Choosing Preference

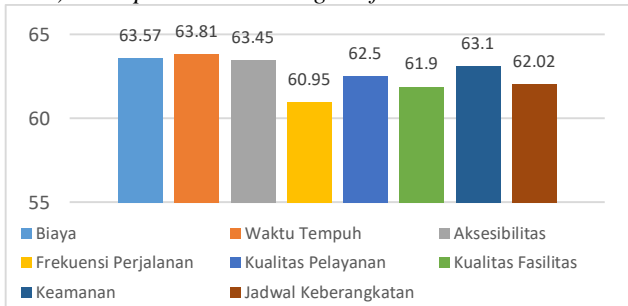


Fig. 24. Kerapu Boat Choosing Preference

Based on graph above, kerapu boat is chosen with the highest consideration of travel time, followed by cost and accessibility.

Over all, the attribute of Kerapu boat get good average score (62,22%).

10) Speedboat Choosing Preference

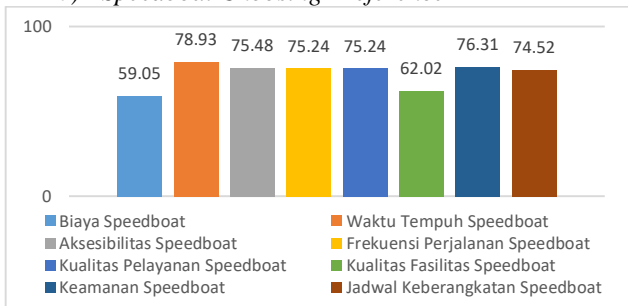


Fig. 25. Speedboat Choosing Preference

Based on graph above, speedboat is chosen with the highest consideration of travel time, followed by security and accessibility.

Over all, the attribute of speedboats get good average score (72,10%).

11) Overall Water Transportation Choosing Preference

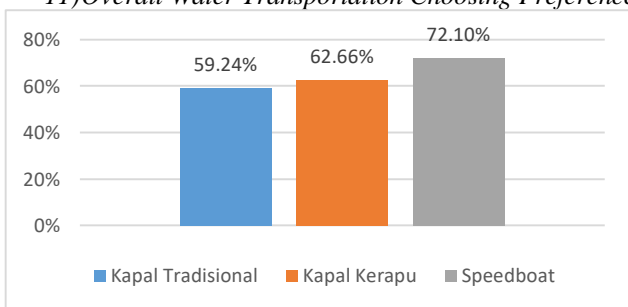


Fig. 26. Overall Boats' Choosing Preference

Based on the graph above, the best water transport mode in Thousand Islands is speedboat, followed by kerapu boat in second place and traditional boat in third or last place.

Over all, the attribute of speedboats get good average score (64,67%).

12) Most important travel attribute

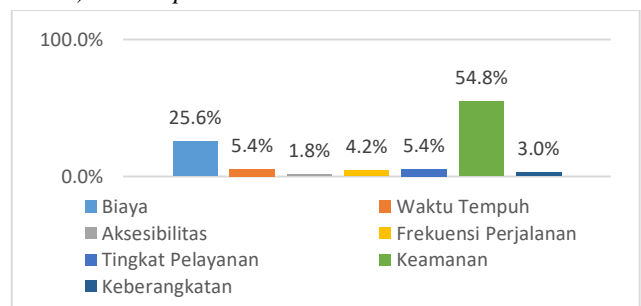


Fig. 27. Most Important Travel Attributes in Choosing Water Transportation

Based on the graph above, the most important travel attribute in choosing the type of water transportation in the Thousand Islands is the level of security, followed by cost.

First most important travel attribute is security, which was considered the most important since it was associated with the tourists' life themselves. Second most important is the cost, since it needed definite and well done consideration in making decision.

C. Choosing Preference

After knowing how are the psychographic profiles of domestic tourists and the travel attributes in choosing the boats, the results are recapitulated to see what influences the tourist to choose the boats, which calculated by using cross tabulation function. Here are the result.

1) *Traditional boat*: in choosing traditional boat, what influences domestic tourists to choose it are their income, travel expense, latest education, traveling satisfactory, and age; while origin, job, marital status, motivation to visit, length of visits, and frequency of visits are less decisive for them to choose traditional boat. Income and travel expenses influenced tourists since traditional boats had the most inexpensive tariff and they wanted to spend less money for transportation. Latest education and ages also influenced them since they most tourists found in the research were still young and had graduated high school to master degree, so they could accept the simplicity of traditional boat. Traveling satisfactory also influenced them since traditional boat could give better landscape view, sea breeze, more relaxing traveling, so those gave certain happiness to them. Meanwhile, the tourists' origin was less decisive to influence the choosing of water transportation since traditional boat sailed from the same ports and tourists only could get the boats on those certain ports, so their origin didn't influence them. Job, marital status, motivation to visit, length of visit, and frequency of visit were less decisive since tourists were too focus on the boats' very cheap tariff.

2) *Kerapu boat*: in choosing kerapu boat, what influences domestic tourists to choose it are their income, travel expense, job, latest education, traveling satisfactory, motivation to visit, and age; while origin, marital status, length of visit, and frequency of visit are less decisive for

them to choose kerapu boat. Income and travel expenses influenced tourists since kerapu boats also had inexpensive tariff and they wanted to spend less money for transportation. Job also influence them to choose kerapu boat since it was found that tourists worked as private employees and civil servants, so they had fixed income, so they could choose more sophisticated boat while still not worrying about their money. Latest education and ages also influenced them since they most tourists found in the research were still young and had graduated high school to master degree, so they also tend to like boats with sophisticated features. Traveling satisfactory also influence them since kerapu boat had shorter duration than traditional boat with still affordable tariff, so those also gave certain satisfaction to them. Motivation to visit also influence them since it was found that tourists were motivated to get leisure, vacation, and relaxation, so they chose comfortable kerapu boat to go traveling with to fulfil their motivation. Meanwhile, the tourists' origin was less decisive to influence the choosing of water transportation since kerapu boat sailed from only one port (Muara Angke) and tourists only could get the boats there, so their origin didn't influence them. Marital status, length of visit, and frequency of visit were also less decisive since tourists were too focus on the boats' convenience, shorter traveling duration than traditional boat, and still affordable tariff.

3) *Speedboat*: in choosing speedboat, what influences domestic tourists to choose it are just their origin, while income, travel expense, job, latest education, marital status, traveling satisfactory, motivation to visit, age, length of visit, and frequency of visit are less decisive for them to choose speedboat. The tourists' origin influenced them in choosing water transportation since tourists came from various areas and thought that speedboat was the best transportation mode to give them excellent traveling experience, since speedboat management offered the clearest public information about the boat. Meanwhile, income and travel expense were less decisive to influence tourists in choosing water transportation since they tend to get convenience and security, so they put aside the price matter. Ages was also less decisive since speedboat could be enjoyed by any ages, saved for them, and the management offered facilities for anyone. Job, latest education, marital status, traveling satisfactory, motivation to visit, length of visit, and frequency of visit were also less decisive since most tourists prioritized security and convenience factors which could be found in speedboat.

4) *Overall*: For overall, what influences domestic tourists to choose a type of water transportation are their income, travel expense, latest education, traveling satisfactory, and age; while origin, job, marital status, motivation to visit, length of visit, and frequency of visit are less decisive for them to choose a type of water transportation. Income and travel expense influenced tourists in choosing water transportation since these were associated to their economic condition, so consideration on price matter was important for them. Latest education also influenced them since it was found that most tourists had

graduated high school to master degree, so they became selective in choosing water transportation. Traveling satisfactory also influenced them since each person had different needs and wants, including for water transportation to travel in a tourist destination. Ages also influenced them since it was associated with body condition, health, interest, and everything else, so those things made the tourists had certain needs. Meanwhile, the tourists, origin was less decisive in choosing water transportation since basically the boats sailed in certain ports, tourists only could get the boats there, so their origin didn't influence them. Job, marital status, motivation to visits, length of visit, and frequency of visit were also less decisive since there were more important aspects to think about, like tariff.

## V. CONCLUSION

The psychographic profile of domestic tourists focuses on discussing the sub-variables of perception and motivation. Tourists have the perception that speedboats are considered as the best water transportation used compared to other two boats in terms of the physical condition of the boat, the engine noise level and the level of convenience.

The majority of the Tourists that has visited the Thousand Islands came from most of Java Island (Banten, DKI Jakarta, West Java, Central Java, Yogyakarta and its surrounding areas) in the age group of teens to early adulthood who had their last educated was undergraduates, worked as private employees with middle to upper income and more than half of the respondents were married. The majority income they have is three to seven million Rupiah with a very tiny travel budget. The length of visit to Thousand Islands ranges from two to three days. Data also shows that the majority of respondents are the repeaters. Almost all of the tourists were satisfied after visiting the Thousand Islands. The majority of their motivation is for leisure, vacation, and relaxation. The results of the significance data analysis also show that income, travel expense, latest education, traveling satisfactory, and age influences domestic tourists when choosing a type of water transportation; while origin, job, motivation to visit, length of visit and frequency of visits are less decisive to determine the tourists' preferences.

There are six highest score of all seven travel attributes. They are; traveling time/duration, accessibility, travel frequency, service quality, security, and departure schedule has made speedboats considered as the best type of water transportation compared to other kerapu boat and traditional boats. Speedboat is also the best type of water transportation with the highest overall preference score, compared to kerapu boat and traditional boat. But, one other travel attributes which is the cost, has the highest score for traditional boats. This is because traditional boats provides cheap and affordable prices compared to kerapu boat and speedboat.

## VI. RECOMMENDATIONS

After conducting the research in the Thousand Islands, researchers have several recommendations with the following:

A. *Regarding the psychographic profile of tourists in the Thousand Islands found in this study:*

- The results can be used for stakeholders in marketing their products and more focused on the right target, including the types of water transportation available (traditional boats, kerapu boats and speedboats).
- The steps that can be taken are, training on the culture to the community, managers and the government, so that the local community understands the wishes of each tourist who comes based on their psychographics profile. Cultural motivation of tourists need to be increased to increase the number of tourist arrivals which can also increase the connectivity in the Thousand Islands with existing water transportation. One of the steps is to manage local cultural tourist attractions and train the tour guides who can provide cultural knowledge and other important knowledge to the tourists. This can also help the community to make tourism activities more attractive for visitors and tourists will be more motivated to come back to do different tourism activities, so that the connectivity and transportation of existing water transportation also increasing.
- In terms of the level of convenience, it should also be clarified the difference between a tourist boat with a good boat or an ordinary transportation boat. The management of the boat can also improve the physical condition of its boat by updating the vessel regularly so that not many damaged boats are used and provide comfort for tourists. Convenience can also be improved by maintaining the cleanliness of the boat, ensuring the passenger seat is comfortable occupied during the trip at sea, ensuring air-circulation is smooth and clean, limiting the number of passengers allowed and updating windows that make tourists to see the scenery clearly (especially for the kerapu boat and speedboat).

B. *Regarding the travel attributes that determine the selection of water transportation types in the Thousand Islands, the suggestions given by researchers including:*

- It is necessary to provide a media that displays information services related to traditional boat, kerapu boat and speedboat so they can be accessed easily by the general public or tourists such as departure schedules, how to order, travel routes, and other information relating to the departure of the boat. At the same time, the scheduled departure of the boat should be permanently fixed so that tourists can predict the departure of the boat and the schedule is routinely operated in a timely manner.
- Life jackets must also be updated regularly because it is a very important facility for tourist security.
- The government can also make security standards, standard service provisions and provisions of facilities that must be provided by the boat management in order to improve security, service quality and quality of facilities on its vessels because tourists have a large income and a high level of education which can lead to high expectations also

affect their satisfaction during the tour in the Thousand Islands.

- The boat management also needs to determine the travel rates as cheaply as possible because of the minimal expenditure of tourists trips and the majority of tourists who are teenagers to early adulthood. The management of the boat can also see opportunities during high season to be able to provide discounts to boat passengers. Cheap travel rates are expected to increase domestic tourist visits to the Thousand Islands.
- It is better to make a special pier for tourism activities and increase the promotion of the pier as a dock that makes it easier for tourists to visit the Thousand Islands

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