

International Tourist Perception Towards Tourism Destination in East Kalimantan Province

*Muhammad Fauzan Noor
Tourism Department Politeknik Negeri
Samarinda, Samarinda, Indonesia
m.fauzan_noor@polnes.ac.id

*Said Keliwar
Tourism Department Politeknik Negeri
Samarinda, Samarinda, Indonesia
saidkeliwar@polnes.ac.id

*I Wayan Lanang Nala
Tourism Department Politeknik Negeri
Samarinda, Samarinda, Indonesia
wayanlanang@polnes.ac.id

*Eman Sukmana
Tourism Department Politeknik Negeri Samarinda
Samarinda, Indonesia
emansukmana@polnes.ac.id

*Dini Zulfiani
Faculty of Social and Political Science Mulawarman University
Samarinda, Indonesia
dini.zulfiani@fisip.unmul.ac.id

Abstract— This study explains that the tourism marketing strategy can work well, so it is necessary to conduct a survey of international tourists' perceptions by analyzing the characteristics of international tourists and perceptions of the level of tourist satisfaction with tourist destinations. It is very important to provide complete information about the description of tourism destinations and satisfaction responses from tourists so that later they do not disappoint those who visit tourism destinations. This will be a reference for improving the quality of products and services for international tourists by establishing a destination management strategy as a monitoring and evaluation tool for tourism development. The method used in this study is making collaboration with Tour Guides of East Kalimantan who have accompanied tourists during their visits for the last three years, by distributing questionnaires in the form of question links. From the results of the questionnaires that have been distributed, it is identified that 126 foreign tourists from various countries have given their perceptions about tourism services in East Kalimantan. Three countries bring the most tourists to East Kalimantan, namely Japan, the Netherlands, and Germany. Most of them expressed satisfaction with the quality of products, the management of tourism facility and infrastructure in East Kalimantan

Keywords: *Perception, Tourism Destination, Service Quality, Satisfaction, Tourism Destination.*

I. INTRODUCTION

The development of the tourism sector at the regional level continues to grow, marked by the growth of the tourism industry and creative economy sub-sector. This is an opportunity for local

governments to increase regional income from the type of tourism business. In addition, the development of the tourism sector will provide a multiplier effect on community economic growth, community welfare, job creation, unemployment reduction, and poverty [1].

The contribution of the types of tourism businesses that can have a positive impact on the economy is closely related to all tourist activities in tourist destinations. For this reason, the host needs to provide everything that is needed by both international tourists (international tourists), especially those related to the management of tourist attractions, public facilities, and tourism facilities, accessibility, information related to product tourism marketing and good service to tourists. All of this is related to the services provided. According to Kotler (2011) satisfaction is the extent to which a product level is perceived in accordance with tourist expectations [2].

Tourism marketing is a process in which the structure of tourism demand is anticipated and satisfied by the design of a product (service), physical distribution, establishment of the exchange value (price), communication between the tourism organization and its market, for the best interest of the company and consumers. Tourism marketing and tourist destinations are two concepts that are closely interrelated, because without the existence of a tourist destination we cannot speak of the existence of tourism marketing or a corresponding recovery of the

tourist destination without a thorough knowledge of the opportunities offered by this science [3]

The importance in determining the market segmentation appropriately is to determine which segments will be targeted by the market and know which segments are potentially potential and then the local government can evaluate the target or market segment that has been chosen. For that it is necessary to prepare effective and efficient promotional devices and media in accordance with the wishes and needs of the tourist market. [4].

Thus, the study of international tourist market surveys was conducted to analyze and find segmentation of the market of tourists visiting East Kalimantan, in addition to the results of the analysis became a reference in determining marketing strategies and program evaluation in the future [5].

Based on the description above, the contribution of this research activity on international tourists can be formulated as below:

1. To analyze the characteristics of tourists, tourism market segmentation and the perceptions of Tourists visiting East Kalimantan Province.
2. As a reference to create a tourist marketing strategy for international tourists.

II. RESEARCH METHODS

This study is a survey research with qualitative descriptive approach. Sources of data collection is done through primary data sources and secondary sources. Primary data were obtained from questionnaires distributed via the google form link.

This research is in collaboration with the East Kalimantan Indonesian Tour Guide Association. They helped distribute questionnaires to tourists who had visited East Kalimantan in the last three years, while secondary data was obtained through documents related to the market survey study. The data that has been collected is analyzed and described to provide a detailed description.

The design of this research is to use the target of market segmentation and also the perception of international tourists.

Table 1. Characteristic of tourists

No.	Tourism Market Segmentation	Characteristic of tourists
1.	Demographic	Gender, Age, Education, Occupation
2.	Geographic	Country of Origin, most visited Tourism Destination
3.	Psychographic	Visiting Purpose, Reason for Choosing Destination Frequency of Visits, Obtaining Information about the Destinations Visited, Travelling Companions, Travel Time, Average Travel Time

4.	Behavioural	Type of Accommodation, Cost budget during Recreation, The Biggest Cost Component, Visit Another Destination, Give a Recommendation and Return Visit
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Source: Adapted from Hoek et. al. 1996 [6]:

Segmenting is the act of classifying a market into groups of different categories. So that these conditions allow for different product needs or separate marketing combinations. [7].

Base on the literature, Service quality is the expected level of excellence and control over the level of excellence to meet customer desires [8]. Service quality is an effort made by the company to provide the best service for customers to get a product that is in accordance with customer desires so that customers will feel satisfied. As quoted by Wibisono, reveals that there are five main dimensions of service quality [9]:

1. Reliability, namely the ability to provide the promised service promptly, accurately and satisfactorily. This means that employees provide services in accordance with customer expectations.
2. Responsiveness, namely the desire of staff to help customers and provide responsive services, namely the motivation of employees in solving problems faced by customers in using services.
3. Assurance includes the knowledge, competence, courtesy and trustworthiness of the staff, free from danger, risk or doubt. That is about good knowledge of employees in handling questions or complaints from customers
4. Attention includes ease in establishing relationships, good communication, personal attention, and understanding of the individual needs of customers, namely the attitude of employees who show genuine concern in serving customers.
5. Physical evidence includes physical facilities, equipment, employees, and means of communication

Table 2. The Perceptions of Tourism Destinations

No.	Aspects of Perceptions from international Tourists	Satisfaction
1.	Condition of Tourism Destinations	>Very Satisfied >Satisfied >Dissatisfied
2.	Diversity of Tourism Attractions	>Very Satisfied >Satisfied >Dissatisfied
3.	Parking Facilities	>Very Satisfied >Satisfied >Dissatisfied

4.	Religious Facilities	>Very Satisfied >Satisfied >Dissatisfied
5.	Toilet Facilities	>Very Satisfied >Satisfied >Dissatisfied
6.	Information Services from the Officers	>Very Satisfied >Satisfied >Dissatisfied
7.	Safety Condition	>Very Satisfied >Satisfied >Dissatisfied
8.	Health Care Centres	>Very Satisfied >Satisfied >Dissatisfied
9.	Souvenir Quality	>Very Satisfied >Satisfied >Dissatisfied
10.	Culinary Prices	>Very Satisfied >Satisfied >Dissatisfied
11.	Accessibility	>Very Satisfied >Satisfied >Dissatisfied
12.	Environmental Cleanliness	>Very Satisfied >Satisfied >Dissatisfied
13.	Information on Tourism Destination Visited	>Very Satisfied >Satisfied >Dissatisfied

Source: Adapted from W. K. Athula Gnanapala [10]:

Customer satisfaction is a condition that is felt by a person after he experiences an outcome that meets his expectations which are based on the driving factors that underlie the customer satisfaction, including:

1. Product quality
A customer will feel satisfied after buying the product and it has good quality and is in accordance with his wishes.
2. Price
Low prices are a very important source of satisfaction. But usually the price does not guarantee a product has good quality.
3. Service quality
Usually, customers will feel satisfied if they get good service or in accordance with the expected wishes.
4. Emotional factors
Satisfaction is not only the quality of a product but also self-esteem or social value that makes customers satisfied with certain product brands.
5. The cost or convenience of obtaining a product or service. Convenience in getting a product or service and easy to get will provide its own value for customer satisfaction.

III. RESULT AND DISCUSSIONS

3.1 Characteristics of International Tourists

The characteristics of international tourists visiting destinations in East Kalimantan have different characteristics in terms of tourism market segmentation aspects as follows:

1) Gender

The percentage of respondents is mostly female about 51%, while the male sex is about 49%. This shows that female tourists today have the same motivation to travel as male tourists. (Fig 1)

2) Age

Based on age classification, the characteristics of tourists who visit tourist destinations in Kaltim come from different age groups with 5 (five) categories. The largest percentage of the age of tourists is in the category of age group 50 years and above (36%). This is because this age group is already well established in terms of economy and in old age, they have more free time. (Fig. 1)

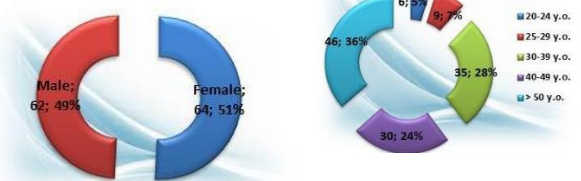


Fig. 1. Gender and Age

3) Education

Based on the classification of education, the characteristics of tourists who visit tourist destinations in Kaltim are grouped into 4 (four) categories. The percentage of wisman education mostly comes from the category of Post Graduate education group (40%). From point no. 2, it can be seen that their age more than 50 years old and their education has completed his postgraduate studies. (Fig. 2)

4) Occupation

Based on Occupation, the characteristics of tourists who visit destinations in Kaltim come from diverse work backgrounds. The category of international tourist type of work is mostly work as a private employee (56%). This shows that private employees prefer to travel to escape from their routine office activities. (Fig. 2)



Fig. 2. Education and Occupation

5) *Country of origin*

Based on the category of the origin country, characteristic of international tourists visiting destinations in East Kalimantan come from various countries. It shows that most international tourists come from Japan (24 people), then international tourists from Germany (15 people), followed by Dutch tourists (14 people), and international tourists from Australia and France for 13 people each. This shows that Japan used to have a history of invasion to several regions in Kalimantan, so these tourists tend to look back on the remaining relics, as well as the Netherlands which from history also has emotional ties with Indonesia. Germany also loves an adventurous trip to natural forests that are unique in biodiversity. (Fig. 3)

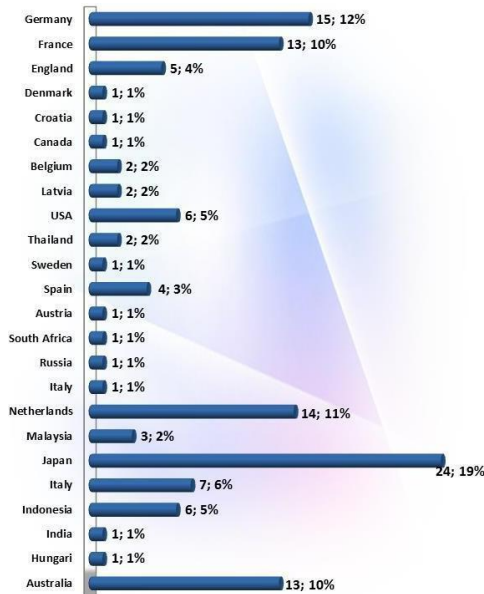


Fig. 3. Country of Origin

6) *Most visited Tourism Destination*

Based on the percentage of tourist destinations visited by international tourists, it shows that most of them visited tourist destinations in Kukar area as many as 29

people, Samarinda area as many as 18 people, and Balikpapan area as many as 14 people. This shows that the management of tourist destinations in the 3 destinations visited has better management compared to other areas. (Fig. 4)

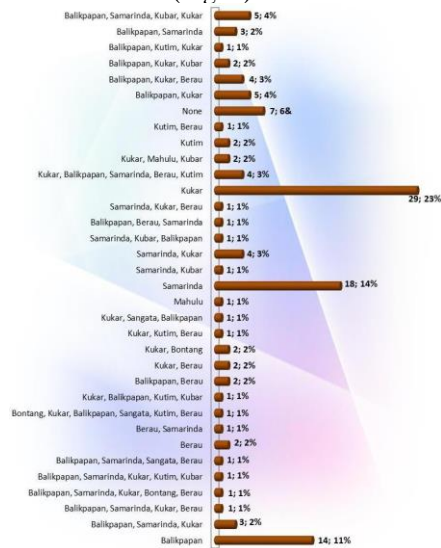


Fig. 4. Most visited Tourism Destination

7) *Visiting Purpose*

Based on the characteristics of the purpose of visiting tourist destinations in East Kalimantan, it shows that 75% of them come to tourist destinations in the East Kalimantan region are for fun or leisure. This is presumably because they want to spend their vacation or their time off before returning to their routine work in their area. (Fig. 5)

8) *Reason For choosing destination*

The percentage of tourists characteristics who choose tourist destinations as reasons to visit, mostly because they want to enjoy the uniqueness of natural diversity (43%), then because of the beauty and natural panorama (25%), and because of the artistic and cultural attractions of the community (17%). This shows that the natural earth of Kalimantan has a unique and diverse tourism potential compared to other regions. (Fig. 5)



Fig. 5 Visiting Purpose and Reason for Choosing Destination

9) Frequency of visits

Based on the frequency of visits to tourist destinations, the characteristics of tourists visiting tourist destinations in Kaltim show that the majority of those who make first-time visits as much as 70%, then visits twice (14%), and visits more than three times (10%). (Fig. 6)

10) Obtaining Information about the Destinations Visited.

The percentage of international tourists who obtained information about the tourist destinations visited showed that most of them obtained information through the recommendations of friends/relatives (55%), then obtained information from social media (20%). It turns out that references from friends through travel testimonials that have been done make friends or relatives want to do the same visit to tourist destinations in East Kalimantan compared to the information obtained from social media. (Fig. 6)

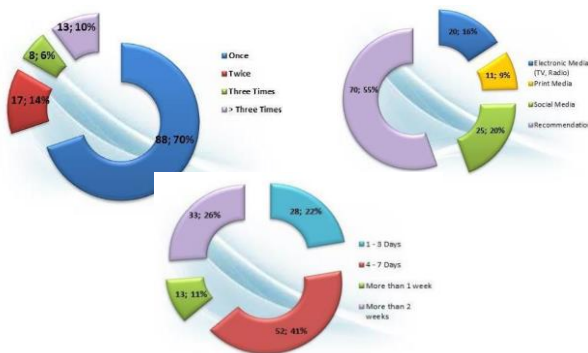


Fig. 6 Frequency of Visits and Obtaining Information about the Destinations Visited

11) Traveling companions

Based on the category of traveling companions in the tourist destinations visited, the characteristics of international tourists indicate that the majority of international tourists travel and visit tourist destinations

with family (34%), travel with friends (31%), and travel alone (15%). It turns out that traveling with family and friends is always done by tourists when visiting tourist destinations in Kaltim rather than traveling alone and in groups, meaning not in large numbers or groups but in small numbers, namely between 2-4 tourists. (Fig. 7)

12) Travel Time

Based on the travel time category of visiting tourist destinations, the characteristics of international tourists visiting tourist destinations in East Kalimantan indicate that most international tourists visit on holidays (70%), and on weekdays (14%). In the holidays chosen is a long time and time off from work and routines of the tourists, they can more freely make long trips and a fairly longer time. (Fig. 7)



Fig. 7 Travelling Companions and Travel time

13) Average Travel Time

The characteristics of international tourists who visit tourist destinations in East Kalimantan based on the average duration of travel show that most of them stay in tourist destinations for 4-7 days (41%), more than 2 weeks (26%), and 1-3 days (22%). This is because tourist destinations with long distances take quite a bit of time, so it takes longer to visit existing destinations and they usually visit on their work days off or on leave. (Fig. 8)

14) Type of Accommodation chosen by tourist

The characteristics of international tourists visiting tourist destinations in East Kalimantan based on the type of accommodation chosen by tourist indicate that most of the international tourists use hotel accommodation types (56%), then use friends/family houses (14%), and resort accommodation types (9%). The convenience factor is thought to be the reason chosen by international tourists in making their visits, besides that the prices are affordable compared to resorts (Fig. 8)

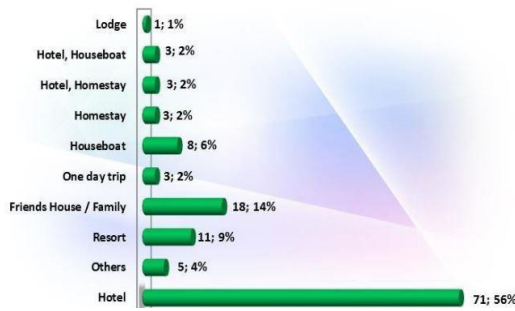


Fig 8. Average Travel Tie and Type of Accommodation

15) Expenses incurred at Tourist Destinations.

The characteristics of international tourists visiting tourist destinations in East Kalimantan based on the amount of costs incurred while at tourist destinations indicate that as many as 20% of international tourists spend between Rp. 15,001,000; - Rp. 20,000,000. The costs incurred are expected to be greater and more, by designing activities or more attractive tour packages so that tourists can spend more money. (Fig. 9)

16) The biggest cost component incurred during travel.

The percentage based on the largest component of costs incurred when traveling shows that most of the costs incurred are components of costs for transportation (54%) and accommodation (32%). Due to the distance of the destinations that are far away, the transportation costs have the most budget. (Fig. 9)



Fig 9. Cost Budget during Recreation and The Biggest Cost Component

17) Visit Another Destination

Based on the characteristics of international tourists who choose to visit other tourist destinations in East Kalimantan before coming to the currently visited destinations, it shows that as many as 67% of international tourists have visited other destinations before visiting the current tourist destinations. This means that East Kalimantan is not the only area visited by tourists, but East Kalimantan is

included in the selected visit target, usually in conjunction with other areas. (Fig. 10)

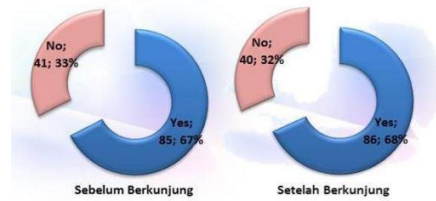


Fig. 10 Visit Another Destination

18) Recommendation and return visit.

The number of international tourists who said they would recommend East Kalimantan tourist destinations to friends, relatives and others was 99%, and 66% said they would make return visits. Because the very large number, 99% will recommend East Kalimantan tourist destinations, it means that they are very satisfied with the condition of the destination, product services, and tourism facilities and even better, they will plan to revisit again in the future. (Fig. 11)

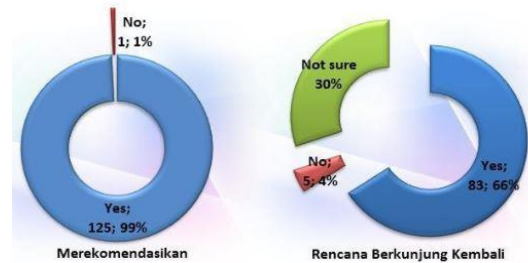


Fig. 11 Give a Recommendation and Return Visit

3.2 Perceptions of international Tourists on Tourist Destinations in East Kalimantan

Based on the results of data collection through questionnaires to international tourists who have visited tourist destinations in East Kalimantan regarding their perceptions of the condition of tourist attractions, facilities, and services [5] as described below:

1. Perceptions of international Tourists on the Condition of Tourism Destinations indicate that 55% of the international tourists give a very satisfied assessment on the condition of East Kalimantan tourist destinations. (Fig.12)
2. Tourist Perceptions of Diversity of Tourism Attractions, shows that 60% of international tourists give a very satisfied assessment on the diversity of tourist attractions in East Kalimantan tourist destinations. (Fig.12)

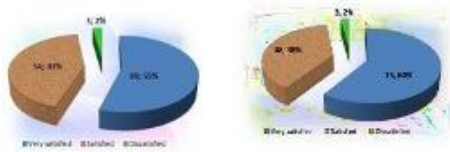


Fig 12. Condition of Tourist and Diversity of Attraction

3. The perception of international tourists on parking facilities at tourism destinations shows that 63% of international tourists give a satisfied assessment of parking facilities in East Kalimantan tourist destinations. (Fig.13)
4. The perception of international tourists on religious facilities in tourism destinations shows that 64% of international tourists give a satisfied assessment of the condition of the facilities of places of worship in East Kalimantan tourist destinations. (Fig.13)



Fig 13. Parking Facilities and Religious Facilities

5. The perception of international tourists towards toilet facilities in tourist destinations in east Kalimantan shows that 66% of international tourists give a satisfied assessment. (Fig.23)
6. The perception of international tourists on the information services from officers in tourist destinations in East Kalimantan, shows that 57% tourists give very satisfied assessments. (Fig.24)

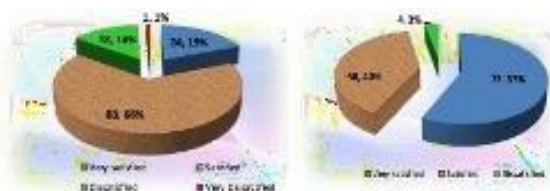


Fig 14. Toilet Facilities and Information from the officers

7. Perceptions of international tourists regarding safety in tourism destinations, show that 51% of international tourists give an assessment of being satisfied with the safety conditions in East Kalimantan tourist destinations. (Fig.15)
8. Perception of international tourists towards health care centers in tourist destinations, shows

that 68% tourists give a satisfied assessment of health care centers in East Kalimantan tourist destinations. (Fig.15)

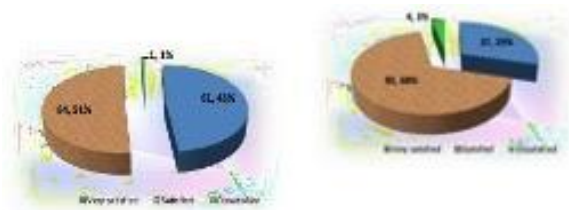


Fig 15. Safety Condition Center and Health Care Centers

9. International tourists' perceptions of the quality of souvenir products in tourism destinations, showed that 60% gave a satisfied assessment of the quality of souvenir products in East Kalimantan tourist destinations. (Fig. 16)
10. Tourist Perceptions of Culinary Prices at Tourism Destinations, shows that 63% of international tourists give a very satisfied assessment of culinary prices in East Kalimantan tourist destinations. (Fig. 16)



Fig 16. Sovener Quality and Culinary Prices

11. International tourists' perceptions of road access from and to tourism destinations, showed that 49% of international tourists gave an assessment of being satisfied with the condition of road access in East Kalimantan tourist destinations. (Fig. 17)
12. Tourist Perceptions of Environmental Cleanliness in Tourism Destinations, shows that 52% of international tourists give a satisfied assessment of the environmental cleanliness of East Kalimantan tourist destinations. (Fig. 17)



Figure 17. Accessibility and Environmental Cleanliness

13. Perception of Information on Tourism Destinations visited, shows that 51% of international tourists give a satisfied assessment of information about East Kalimantan tourist destinations. (Fig.18)

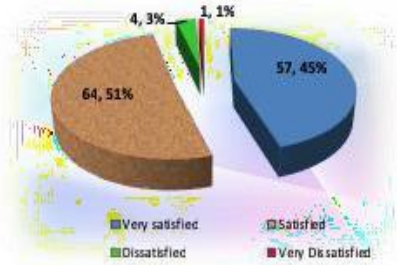


Fig. 18

Information on Tourism Destination Visited

IV. CONCLUSIONS

From the results of the analysis, it can be concluded that based on the characteristics of international tourists visiting East Kalimantan, most of them are female. Based on age characteristics are those aged 50 years and over. Then, based on the educational status of most of the tourists are postgraduates. Meanwhile, based on employment status, many of them are private employees. Tourists from Japan, Germany, and the Netherlands are the most frequent visitors to East Kalimantan Province.

Based on the travel market segmentation, international tourists who visit destinations in Kutai Kartanegara regency, Samarinda, and Balikpapan with the aim of traveling enjoy the unique natural panorama. Furthermore, based on the frequency of visits to tourist destinations, they stated that it was the first time they visited tourist destinations in East Kalimantan, meanwhile, obtaining information about destinations through recommendations from friends or relatives. Based on the choice of travel companions, most of them travel with family on holidays with an average length of travel between 4-7 days. Meanwhile, the type of accommodation chosen during the tour is a hotel. The costs incurred during the trip are around Rp. 15,000,000-Rp. 20,000,000 with the largest component of expenditure is transportation costs and the type of transportation used is mostly airplane.

Based on the aspects of the tourism destinations, most of them stated that they were very satisfied with the conditions of the tourist destinations visited. Based on the type of diversity of tourist attractions expressed very satisfied. Based on information services from officers at destinations, parking facilities, places of worship, and toilets, health service centers, souvenir products, culinary prices, road access conditions, environmental cleanliness, and

information about tourist destinations, most of them expressed satisfaction.

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