

## THE VISITOR SEGMENTATION OF JATILUWIH BALI

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### ABSTRACT

Jatiluwih is listed as World Cultural Heritage by UNESCO on June 29, 2012. To increase the contribution of Jatiluwih as tourism attraction to local people, the research is needed to describe visitor profile, visitor purpose, and visitor's expectation after visiting Jatiluwih Tourism Attraction. These findings can be considered for local communities to conduct small businesses such as the recreational services, culinary, agribusiness, and business-related tourism services. This research is quantitative descriptive method which sample is chosen based on purposive sampling technique, tourists who visit at time total 107 respondents. The results show more female visitors than men, age groups between 21 to 30 years old, students or college students and dominant are educated undergraduate degree. Tourists who visit Jatiluwih dominant are domestic, followed by number of Australia, UK, and other countries. Tourists are motivated by the natural beauty of Jatiluwih, they are dominant repeaters, gather information from various sources of information, most of them spend time between one to two hours, they buy entry ticket directly at the counter, the amount of money spent between 50 thousand to 100 thousand rupiah, and the spending power of tourists between 500 thousand to one million rupiah per day.

*Keywords: world cultural heritage, visitor, purpose, expectation.*

### INTRODUCTION

Tourism attraction of Jatiluwih is located in Penebel County, Tabanan Regency, Bali Indonesia. It's well known of *Subak* (irrigation system) which is not only to water the rice paddy, but the *Subak* is crowned as World Heritage where it's considered as tourist attraction from the view, likes terracing farm. Jatiluwih village is a perfect place for tourist who would like to refresh or escape themselves from their routines because of lush farming that neatly leveled and gives panoramic view. Jatiluwih located on the valley of Batukaru Mountain, which attract foreign and domestic tourist (Susanto, 2011).

The expectation of Jatiluwih chosen as World Cultural Heritage by UNESCO will increase its contribution to the community. To increase its contribution to local community, therefore: research of visitor profile, the purpose of visit, and expectation of visitors offer visiting Jatiluwih Tourist Attraction (JTA) are needed. The findings can be

used for local community to open a small business, such as: recreational service, culinary, agribusiness, and others related to tourism (Busby & Rendle, 2000; Embacher, 2009; Keane, 1992).

Based on the introduction, the main problem of this paper is who the visitor and how they visited Jatiluwih Tourism Attraction (JTA) with sub problems as follows: (1) the profile of respondent maybe based on demography, geography, and psychograph variables. (2) Is there correlation between variable of demography with tourist's visit motivation? (3) Is there correlation between variable of psychograph with tourist's motivation?

## **RESEARCH METHODS**

Previous research conducted by Widari (2015) on Jatiluwih criticized (1) how the social and cultural development of Jatiluwih Tourism Village after the establishment of subak as a World Cultural Heritage from the Tri Hita Karana aspect, (2) how community participation in the development of Jatiluwih Tourism Village after the determination of subak as a World Cultural Heritage from the aspect of Tri Hita Karana, and (3) how tourists perceive the development of Jatiluwih Tourism Village after the establishment of subak as a World Cultural Heritage from the aspect of Tri Hita Karana. In this study focus on the visitors of Jatiluwih that they have been divided into segment, is called market segment. Market segment is a group of consumers that has the need of the same product and service (Bagyono, 2003; Angipora, 2007). Also, market segment is big group that is identified in a market, where the identification process is generally done based on variable of geographic, demographic, psychographic, and consumer behavior. Market segment is also a part of market in general. For each company, market in general is a person and or an organization that need their product and has the ability to purchase them. Market segment consist of potential customers that fit into the same criteria. Those criteria could be demographic, psychographic, and consumer behavior factor (Kotler, 2005; Carlson, 2008).

Research instrument in this study use questionnaire method. The given questionnaires questions asked by researchers to get answers related to visitor profile of JTA. This research is quantitative descriptive research. The sample chosen based on purposive sampling technique specified carefully by researcher based on certain

criteria. Criteria of respondents were determined by the purposive technique, foreign and domestic tourists who are in the area of Jatiluwih. The number of samples determined at least as many as 107 respondents. Chi-square analysis is used to know the significance or presence of relation between demography, geography and psychograph variable, with consumer behavior variable that is expected by the tourists who stay with descriptive analysis of chi-square statistic with confidence level 95 %, 5% error rate and degrees of freedom (df) from 1 to 30 (Utama & Mahadewi, 2014).

## RESULT AND DISCUSSION

The research on market segmentation of JTA was conducted at the beginning of September until the end of October 2017. The data was collected by field survey involving 10 field staff. Respondent's characteristic is seen from demography which consists of age, gender, marital status, occupation, income, family and education of respondent who visited JTA. The results of the analysis that has been done with the help of computer program produce the overall picture of the tourists based on the demography will be described as follows: Profile of respondents (Table 1) seen from gender, more women than men in comparison (69.2%: 30.8%). This proportion can illustrate that the type of business that can be provided at JTA is more related to the preference of female visitors compared of male visitors.

**Table 1 Respondent Profile**

Variable	Indicator	Frequency	Percent
Gender	Man	33	30.8
	Woman	74	69.2
Aging group	15-20 year	27	25.2
	21-30 year	57	53.3
	31-40 year	10	9.3
	41-50 year	12	11.2
	Older than 50 year	1	0.9
Occupation	Entrepreneur	7	6.5
	Other	5	4.7
	Staff	22	20.6
	Student	73	68.2
Education level	Graduate	58	54.2
	High school	49	45.8
Country	Indonesia	29	27.1
	Australia	14	13.1
	UK	13	12.1

Variable	Indicator	Frequency	Percent
	Netherlands	8	7.5
	Germany	7	6.5
	USA	6	5.6
	South Korea	6	5.6
	Portugal	5	4.7
	Philipine	3	2.8
	Brazil	3	2.8
	Swtzerland	2	1.9
	Singapore	2	1.9
	Japan	2	1.9
	Timor Leste	1	0.9
	Norway	1	0.9
	Malaysia	1	0.9
	Italy	1	0.9
	France	1	0.9
	China	1	0.9
Belgium	1	0.9	
Purpose visit	Interested in the product	5	4.7
	Its nature of beauty	78	72.9
	To know the production process	24	22.4
Have Visited Before	No	14	13.1
	Yes	93	86.9
Information Resources	Brochure/Advertisement	2	1.9
	Guidebook	42	39.3
	Information from others	56	52.3
	Social media	7	6.5
Transportation Type	Personal vehicles (bike/car)	10	9.3
	Personal vehicles (bike)	45	42.1
	Personal vehicles (car)	3	2.8
	Rented car (with driver)	49	45.8
Duration of Visit	1-2 hours	98	91.6
	30 minutes	8	7.5
	More than 2 hours	1	0.9
Tickets	Bought in the locket	64	59.8
	Through Internet	2	1.9
	Tour package	41	38.3
Spent Money	Below than IDR. 50,000	8	7.5
	More than IDR. 200,000	4	3.7
	IDR. 100,000 - 200,000	46	43
	IDR. 50,000 - 100,000	49	45.8
Expenses	Below than IDR. 500,000/day/pax	39	36.4
	IDR. 1,000,000 - 2 000,000 /day	23	21.5
	IDR. 2,000,000 - 3,000,000 /day	2	1.9
	IDR. 500,000 - IDR. 1 000,000/day	43	40.2

Variable	Indicator	Frequency	Percent
Total Respondents		107	100

Profile of respondents from the age group of visitors visit JTA dominant age group from 21 years up to 30 years is 53.3%. The second group of 15 to 20 years is 25.2%. The third age group 41 to 50 year age group is 12%. The fourth age group 31 to 40 year age group, and the lowest group is the age group over 50 years. This proportion can illustrate that the type of business can be provided at JTA is more related to visitor preference in the age group (21-30 years), and age group (15-20 years). Profile of respondent from occupation shows that visitors who visit JTA is dominant student or equal to 68.2%. Visitors who work as employees in various fields, ranks second which is 20.6%. While visitors who work as entrepreneurs are only 6.5% and other occupation is 4.7%. This profile illustrates that business opportunity or potential business that can be opened is a type of business more related to student's preferences. In addition to the segment of students, the employee segment is also quite important to be utilized as the target market of potential business products.

Profile of respondents from respondent's level of education who visit JTA dominant is educated (including active students) bachelor degree, 54.2%. While the high school level is 45.8%. This profile indicates that the visitor segment of the student is higher than the high school visitor segment; this may indicate that a high-educated visitor is a potential target market for products may be produced by local entrepreneurs in JTA. Characteristics of respondents based on geography shows that domestic tourists are 27.1% at most, then Australia is 13.1%, England is 12.1%. This profile indicates that the domestic visitor segment is higher than the foreign visitor segment, this also indicate that domestic visitor is a potential target market for the products produced by local entrepreneurs in JTA. The results of observations researchers noted that agribusiness products in the form of brown rice, fruits, and vegetables are in accordance with the target of domestic market.

Several shops or stalls that already exist or may be opened soon by local residents can customize the product so that in accordance with the target market of foreign visitors, especially related to culinary for foreign tourists such as the tastes of Australian, British, and Dutch tourists. Characteristics of respondents based on

psychograph from the purpose of visit to JTA can be explained that tourist visit is dominant because of the natural beauty answered by 72.9%, then to know the production process of agribusiness products by 22.4%, and the intended to buy agribusiness products are only 4.7%. If viewed from this profile, it looks a little contrary to the purpose of this study, which aims to see business opportunities that can be done by the local community, whereas the arrival of tourists mostly just to see the beauty of the JTA scenery. When respondents were asked about their visits, whether they have been to JTA before, most respondents said they have visited by 86.9%, and only 13.1% on their first time visit. This profile can illustrate that JTA has tremendous appeal so it can affect the visitors to come back. When compared with the purpose of respondents coming to JTA is dominantly influenced by its natural beauty, therefore the natural beauty JTA must be maintained. Local business enterprises should not interfere with the JTA as it does not make tourism accommodation or tourism supporters on a large scale that can potentially destroy the beauty of Jatiluwih Scenic and Tour.

Characteristics of respondents based on consumer behavior from the source of information about JTA can be explained that, the dominant tourists get information from various sources of information, answered by 52.3%, and second from the travel guide book by 39.3%, from travel package brochure only 1.9%, and from social media are still low at only 6.5%. This profile illustrates that the market segmentation of JTA is more dominantly known through WoM (Word of Mouth) and from tourist guide books. Profile of respondents from the type of transportation used by respondents to visit JTA is dominant by a rental car with a driver by 45.8%, then using a motorcycle by 42.1%. The rest are respondents who use motorcycles and rental cars driven by respondents themselves. This segment can illustrate that the parties who need to be cooperated with the Jatiluwih Tour Organizer is the car rental businesses, as they are the biggest market segment for JTA.

Profile of respondents from the duration tourists spent in JTA mostly one to two hours by 91.6%. Those who spent more than two hours were only 0.9%, and the rest just a stopover no more than 30 minutes by 7.5%. Profile of respondents from the way they purchased entrance ticket to JTA mostly through the entrance locket directly, answered by 59.8%. Those who purchase tickets were included in their Bali tour

package is 38.3%. This condition can illustrate that JTA promises through the distribution channel of travel agency is still quite important because 38.3% of respondents visit JTA already included in tour package sold by the travel agents. Profile of respondents from the amount of money spent during visit JTA is dominant between 50 thousand to 100 thousand Rupiah by 45.8%. Second is they shop between 100 thousand to 200 thousand Rupiah by 43%. This profile shows that local entrepreneurs can package their products for between 50 thousand and 20 thousand Rupiah only. Profile of respondents from the amount of money spent each day, the dominant respondents shop between 500 thousand to one million Rupiah by 40.2%, and the second less than 500 thousand Rupiah by 36.4%, the third between one million up to 2 million of 21.5%, and shopping between two million to 3 million Rupiah only amounted to 1.9%. This profile indicates that the visitor market segment of JTA has purchasing power between one and two million rupiah.

#### **The correlation between demographic variables with the motivation of visits to JTA.**

The Age Group and the Purpose of Visit to JTA: The age of tourists describes the level of maturity of a person who also affects the loyalty of a person to a product (Utama, 2014; Karabati, *et al*, 2009). Based on respondents' age to the benefits that they are looking for, answered by 107 respondents which shown in Table 2. The correlation between demographic variables with consumer behavior variables associated with the purpose of a visit to JTA.

**Table 2 The Correlation between Age Group and the Purpose of Visit to JTA**

		Purpose visit			Total
		Interested in the product	Its nature of beauty	To know the production process	
Age	15-20 year	2	20	5	27
	21-30 year	0	43	14	57
	31-40 year	0	9	1	10
	41-50 year	2	6	4	12
	Older than 50 year	1	0	0	1
Total Respondents		5	78	24	107
Chi-Square Tests (Pearson Chi-Square), Asymp. Sig. (2-sided)= .000					

Table 2 shows that most of the intention of visit to JTA because of its natural beauty of 57 people, followed by respondents who want to know the production process of agribusiness products by 27 people, then want to purchase agribusiness products by total of five people. When grouped their choice based on the age of 107 respondents, aged 15 to 20 years tend to choose natural beauty factor as their main consideration of visit, whereas respondents with age group between 21 to 30 years also tend to choose natural beauty factor. Based on chi-square tests (Pearson Chi-Square) shows the correlation between the variables of the tourist age group toward the purpose of visit to JTA has significant affect, as evidenced by the chi-square test is at a significant level of  $0.000 < 0.05$  which means that the purpose of visit JTA is influenced by their age group.

Tourist Occupation and motivation of visits to JTA: Their occupation reflects their socioeconomic status and their family, performing the type of work a person can be described how their social status in society, which also influence the selection type of products and services (Utama, 2014). The results showed that visitors who are students, either highschool students or bachelor, also employees who visit JTA is motivated by its natural beauty factor.

**Table 3 The Correlation between Tourist Occupation and Purpose of Visit to JTA**

		Purpose of visit			Total
		Interested in the product	Its nature of beauty	To know the production process	
Occupation	Entrepreneur	2	2	3	7
	Other	0	4	1	5
	Staff	2	16	4	22
	Student	1	56	16	73
Total Respondents		5	78	24	107
Chi-Square Tests (Pearson Chi-Square). Asymp. Sig. (2-sided)= .020					

The relationship between the variables of tourists occupation to the purpose of visit JTA Chi-Square Tests (Pearson Chi-Square) has a significant affect, as evidenced by the chi-square test is at a significant level of  $0.020 < 0.05$  which means that the motivation to visit JTA is influenced by their type of occupation. Tourist Education and Purpose of Visit to JTA: Respondents' education reveals the level of education being taken can illustrate how the level of education plays role in determining the choice of products and services desired (Fandeli, 2011; Junaedi & Utama, 2016). The results of

the study showed that the students who graduated from bachelor degree education are more dominant visit JTA motivated by the factor of its natural beauty compared to those with high school education (Table 4).

**Table 4 The Correlation between Tourist Education and Purpose of Visit to JTA**

		Purpose visit			Total
		Interested in the product	Its nature of beauty	To know the production process	
Education	Graduate	4	48	6	58
	Highschool	1	30	18	49
Total Respondents		5	78	24	107
Chi-Square Tests (Pearson Chi-Square), Asymp. Sig. (2-sided)= .004					

The correlation between the variable of education level on the motivation to visit JTA Chi-Square Tests (Pearson Chi-Square) has significant effect, proved by the chi-square test is at the level of 0.004 <0.05 meaning that the motivation to visit JTA is influenced by their education level.

### Correlation between Variable of Psychograph and Consumer Behavior

Each tourist is having different motivation of traveling; some want to spend their holiday, meeting, business, or other reasons (Utama, 2017). Correlation between Age and the Amount of Money Spent at JTA: The correlation between age group to the amount of money spent at JTA (Table 5) shows that respondent's age group 21 to 30 years spend more at JTA compared to the other groups.

**Table 5 Correlation between Age and the Amount of Money Spent at JTA**

		Money Spent				Total
		Below than IDR. 50,000	More than IDR. 200,000	IDR. 100,000 - 200,000	IDR. 50,000 - 100,000	
Age	15-20 year	1	1	9	16	27
	21-30 year	5	2	22	28	57
	31-40 year	1	1	6	2	10
	41-50 year	1	0	8	3	12
	> 50 year	0	0	1	0	1
Total Respondents		8	4	46	49	107
Chi-Square Tests (Pearson Chi-Square), Asymp. Sig. (2-sided)= .577						

The correlation between variable of age group Chi-Square Tests (Pearson Chi-Square) does not effect to the amount of money spent during their visit to JTA, it proved

through *chi-square test* has significant level  $0.577 > 0.05$ , means the amount of spent during visit to Jatiluwih does not affected by the age differences.

## **CONCLUSION**

The correlation between the age group to the motivation of visiting JJTA has significant effect; it means that visit motivation is effected by the group age. The correlation between variable of occupation to the visit motivation to visit JTA has significant effect, it means visit motivation is affected by their occupation. The correlation between visitor education levels to the visit motivation has significant effect; means motivation to visit is affected by the level of education. Correlation between variable of visiting experience to visit motivation to JTA does not have significant effect, means motivation to visit JTA is not affected by their visit experiences.

Correlation between variable of vehicles selection used for transportation to visit Jatiluwih does not have significant effect due to visit experiences, means that vehicles selection does not affected by their visit experiences. Correlation between variable of tourist's experience visit does not affect to the length of visit, means that the length of stay does not affected by visit experiences. Correlation between variable of visit experiences to JTA is affecting the amount of money spent during visit, means that the amount of money spent is affected by tourist experiences.

The correlation between the variable of geography and motivation of visit to JTA: The correlation between variable of tourist's origin country affect their motivation of visit to JTA, means that motivation of visit is affected by the origin country of tourist. The correlation between the variable of psychograph and consumer behavior at JTA: The amount of money spent during visit to Jatiluwih is not affected by gender, the age differences, tourist's origin country, and their occupation. The amount of money spent during visit is only affected by their education level.

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