

## **Marketing Strategy to Encourage More Australians to Travel to Bali (Study Research Based on Australian's Traveling experience and Preferences specifically on Melbournian, Australia)**

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### **Abstrak**

Pariwisata merupakan aspek penting bagi Indonesia untuk menopang pertumbuhan ekonominya. Pemerintah Pariwisata Bali menyatakan warga Australia merupakan wisatawan dominan di Bali. Namun, jumlah pengunjung Australia ke Bali telah menurun secara signifikan pada tahun 2015. Saya berasumsi bahwa penyebab situasi ini mungkin karena isu-isu politik yang terjadi di Indonesia seperti serangan teror dan Bali Nine seperti yang diberitakan dari berbagai media. Saya berencana melakukan penelitian tentang penyebab sebenarnya menurunnya jumlah pengunjung Australia ke Bali. Saya fokus pada pemasaran yang mencakup perilaku konsumen, persepsi pasar, motivasi konsumen, dan ekspektasi pasar. Namun hasil penelitiannya berbeda nyata dengan hipotesis saya. Hasilnya menunjukkan bahwa sebagian besar warga Australia menyukai Bali dan akan dengan senang hati kembali mengunjungi Bali suatu hari nanti. Dan yang mengejutkan, sebagian besar orang yang saya amati belum pernah ke Bali. Hal ini menjadi peluang besar bagi Pemerintah Pariwisata Bali untuk menciptakan strategi pemasaran terbaik guna menarik minat masyarakat Australia yang belum pernah ke Bali untuk berkunjung ke Bali untuk pertama kalinya. Dalam penelitian ini akan diidentifikasi beberapa rekomendasi kepada Pemerintah Pariwisata Bali. Disarankan agar Pemerintah lebih banyak melakukan promosi melalui internet yang didasarkan pada hasil proses pengambilan keputusan yang berkaitan dengan teori perilaku konsumen. Disarankan juga agar Pemerintah meningkatkan kesejahteraan rakyatnya; Kecintaan orang Bali terhadap budaya dan alamnya karena itulah alasan utama orang Australia suka menghabiskan liburannya di Bali. Selain itu, disarankan kepada Pemerintah untuk memperbaiki kebijakannya untuk menjadikan Bali lebih aman sesuai dengan apa yang diharapkan warga Australia dari liburan mereka di Bali.

**Kata Kunci:** *Pemasaran, Industri Pariwisata, Perilaku Konsumen, Persepsi Konsumen, Motivasi Pasar, Ekspektasi Pasar.*

### **Abstract**

Tourism is an important aspect for Indonesia to sustain its economic growth. The Bali Tourism Government stated that Australians are dominant tourists in Bali. However, the number of Australian visitors in Bali has been dropped significantly in 2015. I assumed that the reason of this situation may be political issues that happened in Indonesia such as terror attacks and the Bali Nine as reported from various media. I planned to do a research about the actual reason of the dropping number of Australian visitors to Bali. I focused on marketing that included as consumer behaviour, market perception, consumer motivation and market expectation. However, the research results are significantly different with my hypotheses. The results suggest that most of Australians love Bali and would be happy to come back to visit Bali again one day. And surprisingly, most of the people that I had observed have never been to Bali. This is a great opportunity for the Bali Tourism Government to create the best marketing strategy to attract Australians that have never been to Bali to visit Bali for the first time. In this research, some recommendations to the Bali Tourism Government will be identified. It is

suggested that the Government should do more promotion through the internet that is based on the results of decision making process that relates to consumer behaviour theory. It is also suggested that the Government should boost its people's; the Balinese love towards their culture and the nature places because that is mainly motive why Australians like to spend their holiday in Bali. Moreover, it is recommended to the Government to improve its policy to make Bali safer in accordance with what Australians expected from their holiday in Bali.

**Keywords:** *Marketing, Tourism Industry, Consumer Behaviour, Consumer Perception, Market Motivation, Market expectation.*

## INTRODUCTION

Tourism is the biggest revenue source for some countries. Indonesia is one of the examples that rely on tourism that has impacted to its economic condition. One of its biggest tourism market is Australian. Most Australians love travelling. The number of Australian travel overseas is increasing every year. According to Tourism Research Australia (2014), the number of Australian travelling overseas increased from 5,215 people in 2008 to 7,628 people in 2013 (See appendix 1). It is clear that more and more Australians would like to travel overseas for a holiday trip. The first destination that might come up in their mind would be Bali, Indonesia. Some people say that Australian treated Bali as their second home, because of the close proximity. The Guardian (2013) reported that Indonesia is the most popular destination for Australian. It states that 15.3% Australian visits Indonesia, 11.7% Australian visits USA, and 11.2% Australian visit New Zealand. Nevertheless, Thailand and Fiji are the 4th and 5th choices of Australian travel destination. The actual data is seen on figure 1 below

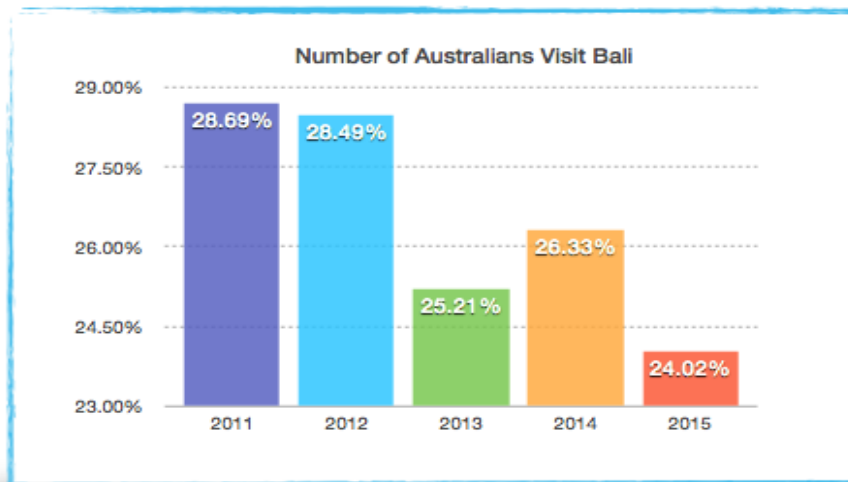


Source: The Guardian, (2013), *Australian in Numbers*, Viewed November 28th 2015, <<http://www.theguardian.com/news/datablog/interactive/2013/dec/18/australian-holiday-statistics-destinations>>

**Figure 1: Australians International travel Destination**

From figure 1 above, it is stated that Bali is the first holiday destination for Australians. Yet, the number of Australian that visits Bali has decreased in 2015. It might be because of the politic issues such as The Bali Nine and ISIS terror attacks, considering that Indonesia is a

muslim country. The certain data of the dropping numbers of Australian visitors in Bali is seen on figure 2 below



Source: Bali Government Tourism Office Website (2015), Direct Foreign Tourist Arrivals to Bali By Nationality By Month in 2015, Viewed 25 December 2015, <<http://www.disparda.baliprov.go.id/en/Statistics2>> Modified by Dewi (2015)

The bar graph on figure 2 shows the Bali Government Tourism data claims that the number of Australian visiting Bali has decreased from 26.03% at the end of 2014 to 24.02% in December 2015. However, Australian is on the first rank of visitors list in Bali thus, they still dominated Bali as its tourism market. Even though the number of Australian tourists has dropped, it is expected that the number of Australian tourists would be increase every year. In This proposal I would plan some research about Australian holiday plans and find out what type of holiday they expect in Bali. Hence, it would figuring out the best strategy to attract them to visit Bali.

## METHOD

Based on this situation, I had made research in order to find solutions to increase the number of Tourist, especially Australian to travel to Bali. The research methodology that i used are direct interview and survey through questionnaires. The research planned to conduct with 50 to 100 Australians in Melbourne, which is Williamstown and Brighton beach area. The duration of this research is not long enough thus, it only takes few Australians to participate on this research. It is expected to get more respondents to get a better results because I supposed to reached more than 100 people to fill the questionnaire. This research is targeting Australians to be the respondent, it would be fine if the research is approaching to random people in particular area. Simple random sampling is the easiest sample that the researcher got. It only needs to choose the best research location to get the respondents that match the research purposes. The research aimed to get the right answer from the respondent. The research is targeting young local and family as the respondents. The suitable place to do the research is in places where young people and family used to go to spent their weekend. I decided to do the research is conducted in public recreation such as family garden such as Williamstown Botanic Garden and Brighton garden, and some beaches such as Williamstown beach and Brighton beach. The research duration is not long enough thus, it is hard to get more respondents. According to Australian Bureau Statistic (2014), the total population of Victoria is 5,821.3 people. However, the research was targeting only 50 to 100 people to do the survey,

which is around 1.75% of total population in Victoria. Based on the purpose of this research is looking for Australians interest towards Bali. It is actually expected that the research is conducted to at least 30% of victorian total population to get the effective results. However, because of the time limitation, it is impossible to investigate 2,910 people. Hence, this research presumed to get inaccurate results from the respondent. Some respondents did not meet the requirement that the research expecting and some Australians did not have the experience that the researcher needs; more than half of respondents have never been to Bali.

## **RESULT AND DISCUSSION**

This research is focusing on marketing strategy. Based on the problem background, I am focusing on consumer behaviour, consumer perception, market motivation and market expectation and match the research results with the theory. Through the results, it is expected to get the best marketing strategy to attract more Australians to visit Bali. It had conducted the research with 98 valid respondents with the majority gender of my participants are female in category age 25 to 32 years old and most of them are single.

### **Consumer Behaviour and the results**

As a professional marketer, it is essential to understand the theory of consumer behaviour. Through consumer behaviour, the marketer could create the best strategy to gain their market based on their consuming behaviour towards a particular product. Schiffman. et al. (p. 4, 2014) claimed that consumer behaviour is 'How markets make decisions to spend their available assets (money, time and effort) on something that they need and want'. It is clear that marketer could evaluate their market behaviour by observing their market decision making process towards a particular product that they need or want. For this research, it will discuss the results on how do consumers know about their holiday destination. From this

question, it would find out the decision making process of respondents as general tourism markets. According to the research results, there are 78 polling said that they know their holiday destination from internet and 61 votes said that they know the information from their friends or relatives. Because Internet and information from friends or relatives is the most answers for them to know about their travel destination, it is suggested that the marketers do the promotion through internet. Once they experienced great at their holiday destination, which they got the information from internet, they would tell their experience to their friends. Hence, both tools could be used for the marketing strategy. The other result from other question also said that internet and information from friends and relatives are the most choices that they used for their holiday destination research before deciding to go to a particular places. Therefore, the marketer or in this case Bali tourism government should do more promotion through internet to convince them in making the right decision. As a professional marketer, it is essential to understand the theory of consumer behaviour. Through consumer behaviour, the marketer could create the best strategy to gain their market based on their consuming behaviour towards a particular product. Schiffman. et al. (p. 4, 2014) claimed that consumer behaviour is 'How markets make decisions to spend their available assets (money,time and effort) on something that they need and want'. It is clear that marketer could evaluate their market behaviour by observing their market decision making process towards a particular product that they need or want. For this research, it will discuss the results on how do consumers know about their holiday destination. From this question, it would find out the decision making process of respondents as general tourism markets. According to the research results, there are 78 polling said that they know their holiday destination from internet and 61 votes said that they know the information from their friends or relatives. Because Internet and information from friends or relatives is the most answers for them to know about their travel destination, it is suggested that the marketers do the promotion through internet. Once they experienced great at their holiday destination, which they got the information from internet, they would tell their experience to their friends. Hence, both tools could be used for the marketing strategy. The other result from other question also said that internet and information from friends and relatives are the most choices that they used for their holiday

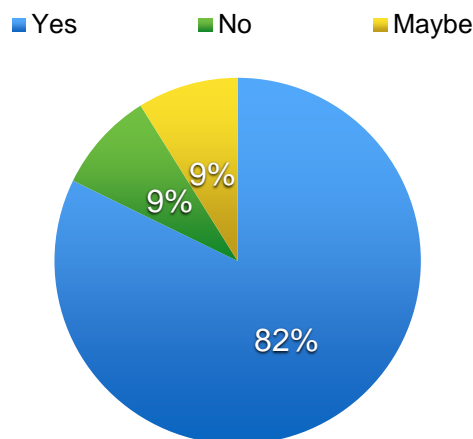
destination research before deciding to go to a particular places Therefore, the marketer or in this case Bali tourism government should do more promotion through internet to convince them in making the right decision.

### Consumer perception and its results

For Bali tourism case, consumer perception is the important aspect that Bali needs to consider. In today's competitive marketplace, perceptions are becoming much more essential to improve sustainable competitive advantage. The better the consumers perception towards a firm, the greater the firm would be (Recklies, 2015). It is clear that a better industry should get a better perception from its market. This research will analyse the result of people's perception towards Bali. It has stated that Bali has a bad reputation in the World's eyes. However, the fact that I found on research results is surprisingly different. Most of participants said that their perception about Bali is unique culture, clean, friendly people and good food. Some respondents claimed that Bali is heaven. Moreover, the other respondents stated that Bali is the right place to relax because there are a lot of quite places with beautiful nature views that they could enjoy it during their relaxation. Australians' perception about Bali is really high and superior. This is a hard task for Bali Tourism Government to keep people's perception towards Bali. If the reality of Bali is not accordance with people's perception, Bali's market, especially Australians would really disappointed.

### Consumer Motivation and the research results

To find out the best marketing strategy to attract more Australians to visit Bali, Bali Tourism Government should know more about its markets' motivation. Sirgy et al. (n.d.) stated that consumer motivation is the control to gratify needs and wants, psychologically and physiologically, via the purchase of products and services utilisation. Based on the research results, it found that most Australians would go back to visit Bali because of its culture, nature views, quiet place, family friendly, cheap prizes and close distance from Australia. It is clear that Bali's markets motivation to choose Bali for a holiday destination because they want to see the beautiful nature views and relax with low budget and close distance. Thus, beautiful nature views to relax with low budget and close destination is their motive to go to Bali. According to the result for question 20, most of Australians would love to come back to Bali for a vacation. The actual results is seen on pie chart below.



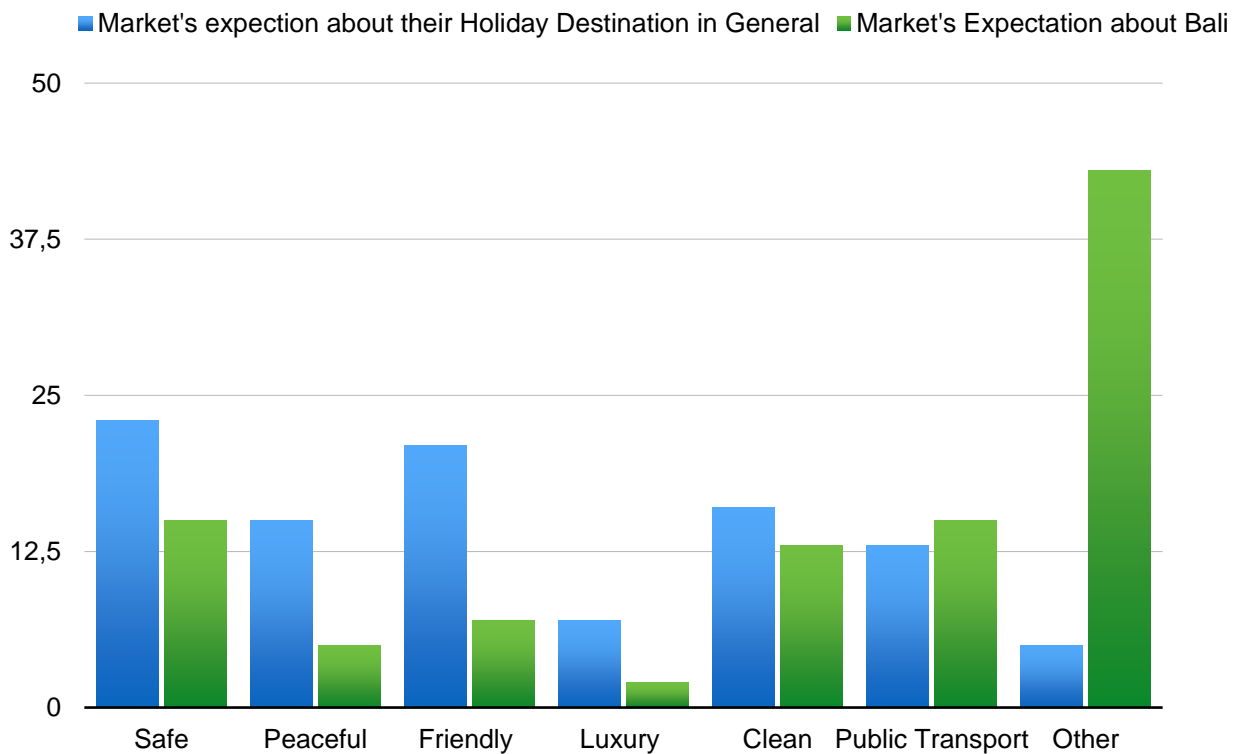
**Pie Chart: Number of Australians that happy to revisit Bali**

Source: Research Results Question No. 20, created by Dewi (2015)

The pie chart above shows that most of Australians are happy to visit Bali again. On the questionnaire is asked whether they would visit Bali or not. The results said that 37 people from the total of 45 people that have been to Bali said that they would visit Bali again. Only 8 people said 'No' and "Maybe" to visit Bali again. It is clear that Bali is still the popular tourist spot for Australians. Based on their motives towards holiday, Bali Tourism Government should improve its quality of services and preserve the nature views and unique culture. Because those things are Australians motivation to visit Bali.

### Market Expectation and research results.

As a firm that selling products or services, it is necessary to understand what its market expectation, so are tourism industry. Knowing what is the consumer expectation could help the industry to do the great performance to fulfil the market expectation. Schiffmann et al. (p. 159, 2014) claimed that 'in service, expectations of quality will affect how a service will perceived'. The market expectation is depend on how the service company give the services through quality to the customers. It is believe that the best quality of services company is related to its market expectation. Based on the questionnaire results, it is found that people's expectation towards holiday destination in general should be safe. There are 72 respondents expected a safe place for vacation. The other things that they expected for their holiday destination is friendly (64 people voted) and clean that chosen by 49 respondents. To illustrate the difference of research results about market expectation, it could seen on the bar graph below.



**Figure 2. Bar Graph: Market Expectation towards their Holiday Destinations**

The bar graph above clearly shows the difference of market expectation towards their holiday places in general and market expectation about Bali. The result that I had collected from question 11 which generally asked about people's expectation about their holiday location (as seen as the blue bars). It expresses that safety is the highest expectation for their holiday destination with 23% respondents have answered. 0 13 25 38 50 Safe Peaceful Friendly Luxury Clean Public Transport Other Market's expectation about their Holiday Destination in General Market's Expectation about Bali Whereas 'other answer' is the highest market expectation for Bali which is 43% of respondents gave another answer for their expectation

towards Bali (as seen as the green bars). The other answer is including comfortable, amazing, paradise, no more drugs and free tap water. Nevertheless, most of those 43% respondents said that Bali is expected to be exactly what it does as seen on travel brochures or true itself; its unique culture, nature places, cheap prices, and a relax beautiful island. Meanwhile, friendly (21% participants have answered) and clean (16% respondents have answered) are the second and third highest market expectation towards their holiday destinations generally. However, for the second and third market expectation towards Bali are 'safe' and 'more Public transportations' that answered by 15% respondents for each category (both categories are the second market expectation). It is clear that Australians are expected more public transport in Bali. Therefore, 13% respondents expected Bali to be clean as the third market expectation for Bali. Conversely, 'Public transport' (13%), 'luxury' (7%) and other 'expectation' (4%) are the three least category for general holiday destination. While 'friendly' (7%), 'luxury' (2%) and 'peaceful' (5%) are the least three Australians expectation towards Bali. It is similar that few Australians expected luxury facilities wherever they travel including Bali. From the least three of Market expectation for Bali it could be conclude that Australians are not expected Bali to be friendly anymore because most of Balinese are friendly as it shown on result for question 18 that shows 31 out of 45 total participants have claimed that 'friendly' is one of the category that Australians like about Bali.

## CONCLUSION

Indonesia is rely on one of the important aspects which is tourism. Bali is the biggest donator income for Indonesia Governance. The dropping numbers of Australian visitors in Bali is one of any other problem for the country because Australians are the majority tourists in Bali. In my opinion, the reason of the dropping number of Australian tourists in Bali because of political issue such as terror attacks and the Bali Nine. However, my opinion is not matched the fact. It is found on research results that most of Australians love Bali and would happy to come back to visit Bali again one day. On the research methodology, I used questionnaires as my research instrument with 98 respondents from random people at the beach during weekends.

Based on the theory, it is found that how do Australians know about their holiday destination is from internet and their relatives. This research result is related to consumer behaviour theory. From this result, it is suggested that Bali Government should do more promotion through internet. The other result that related to other theory is market perception. It is found that market's perception towards Bali is the beauty of the nature places, unique culture and cheap. Based on this result, it is recommended to the Government to maintain its nature places and its unique culture by boosting Balinese children and teenager's desire to respect and love their culture. It is found that most Australians want to visit Bali because of the beautiful nature views, low budget, and close distance constitute their motivation to go for holiday in Bali. Because of that result, it is recommended to the Government to do more campaign on social media by motivate the market through some competitions. Lastly, the result claimed that Australians are expected Bali to be true itself, safe, cleaner and more public transports. It is suggested that the Government should improve its security to protect its people and its visitors. It is also suggested the Government to educate its people to manage the rubbish to create the cleaner Bali. The most important suggestion to the Government is improving its policy towards illegal buildings areas to create Bali like what it seen on travel brochures that Australians expected.

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