

Tourists Preference for Tourism Product Components in Kintamani Tourism Destination, Bali

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Abstrak

Keberagaman produk wisata menimbulkan kecenderungan untuk memilih sesuatu yang lebih disukai dibandingkan yang lain, yang dikenal dengan istilah preferensi. Kecenderungan ini muncul sesuai dengan keputusan wisatawan, yang dapat disesuaikan dengan kebutuhan dan keinginannya ketika berkunjung ke Daerah Wisata Kintamani. Tujuan dari penelitian ini adalah untuk mengetahui preferensi wisatawan terhadap komponen produk wisata di Daerah Wisata Kintamani, membantu dalam penyempurnaan produk sesuai dengan keinginan dan kebutuhan wisatawan. Teknik analisis data dalam penelitian ini menggunakan analisis kuantitatif, yaitu analisis konjoin dengan bantuan perangkat lunak SPSS. Penentuan sampel dalam penelitian ini menggunakan metode purposive sampling dengan jumlah responden sebanyak 105 orang, yang terdiri dari 61 wisatawan Indonesia dan 44 wisatawan mancanegara. Fokus penelitian ini adalah pada analisis komponen produk wisata yang relevan dengan Daerah Wisata Kintamani, yaitu Daya Tarik Wisata, Aktivitas Wisata, Jenis Akomodasi, Transportasi, dan Cinderamata. Berdasarkan hasil penelitian, ditemukan bahwa wisatawan mancanegara lebih menyukai daya tarik wisata budaya, tertarik pada aktivitas wisata alam, menggunakan transportasi sewa, memilih akomodasi tipe villa, dan cinderamata yang disukai adalah bubuk kopi. Sedangkan wisatawan domestik cenderung lebih menyukai kegiatan wisata kuliner, dengan objek wisata alam, memilih akomodasi tipe glamping, menggunakan transportasi sewa, dan memilih bubuk kopi sebagai oleh-oleh.

Kata Kunci: *Destinasi Wisata Kintamani, Preferensi, Komponen Pariwisata, Analisis Konjoin*

Abstract

The diversity of tourism products leads to a tendency to choose something more preferred than another, known as preference. This tendency arises in accordance with the decisions of tourists, which can be adjusted to their needs and desires when visiting the Kintamani Tourist Destination. The aim of this research is to determine tourist preferences for the components of tourism products in the Kintamani Tourist Destination, thereby helping to refine the products according to tourists' wants and needs. The data analysis technique in this study uses quantitative analysis, specifically conjoint analysis with the aid of SPSS software. The sample determination in this study uses the purposive sampling method with a total of 105 respondents, consisting of 61 nusantara tourists and 44 international tourists. The focus of this research is on the analysis of tourism product components relevant to the Kintamani Tourist Destination, namely Tourism Attractions, Tourism Activities, Types of Accommodation, Transportation, and Souvenirs. Based on the research results, it was found that international tourists prefer cultural tourism attractions, are interested in nature tourism activities, use rental transportation, choose villa-type accommodations, and their preferred souvenirs are coffee powder. On the other hand, domestic tourists tend to prefer culinary tourism activities, with nature tourism attractions, choosing glamping-type accommodations, using rental transportation, and choosing coffee powder as souvenirs.

Keywords: *Kintamani Tourist Destination, Preferences, Tourism Components, Conjoint Analysis*

INTRODUCTION

Destination regional development in Bangli Regency is focused on developing the Kintamani KDTKW (Special Tourist Attraction Area) as the tourism center of Bangli Regency and

at the same time becoming a Bangli tourism icon based on Bali Provincial Regulation Number 16 of 2009 concerning the regional spatial plan for Bali Province for 2009 to 2029. The Kintamani tourist destination is one of the priority tourist destinations in Bangli Regency because it has unique cultural, natural and artificial tourism which has received awards from UNESCO, one of which is the Geopark Museum on 20 September 2012 (Putri Krisnadewi et al., 2020). Until now, the Kintamani Tourism Destination, based on data from the 2024 Bangli Regency Tourism and Culture Office, has a variety of tourism products that support tourist activities when visiting. Based on data from the Bangli Province Tourism and Culture Office, the number of visits by domestic and foreign tourists to the Kintamani Tourist Destination can be seen in table 1 below:

Table 1. Number of Tourist Visits Kintamani Tourist Destination

No	Year	Domestic (people)	Foreign (people)
1	2021	22.765	703
2	2022	359.645	185.584
3	2023	151.147	200.039
Total		533.557	386.326

Visit data is obtained from levies or ticket sales that have been determined by Bangli Regency Regulation No.37 of 2019 concerning Amendments to Bangli Regent Regulation No.47 of 2014 concerning Review of Levy Rates for Recreation and Sports Places in Bangli Regency. With this levy, the Bangli Regency Tourism and Culture Office does not know the direction and destination of tourists while they are at the Kintamani Tourist Destination. Apart from that, tourists' preferences or tendencies cannot be known in detail.

METHODS

This research uses a sampling technique in the form of purposive sampling. According to Sugiyono (2017), purposive sampling is a technique for determining samples with certain considerations or criteria, namely tourists who have enjoyed tourism product components at the Kintamani Tourism Destination, Bali and tourists who are >17 years old. The number of samples in this research is domestic tourists with 61 respondents and foreign tourists with 44 respondents. To process data in numerical form, this research uses data analysis in the form of conjoint analysis. The results of the conjoint analysis in this research are the factors that are the main priority for tourists regarding the components of tourism products in the Kintamani Tourism Destination, Bali Province. According to Malhotra, et al., (2020) conjoint analysis tries to determine the relative importance that consumers attach to such salient attributes and the utility they attach to the attribute level. Respondents will be presented with stimuli consisting of a combination of attribute levels. Then, respondents are asked to evaluate these stimuli in terms of their desires.

RESULTS AND DISCUSSION

Data Description or Result

1. Respondent Profile

Based on 105 respondents who had been processed, information regarding the respondent's profile was obtained as a reference to describe the characteristics of the respondents in the research sample. The profile of respondents in this study includes the characteristics of respondents based on socio-economic aspects in terms of gender. International tourists are dominated by 64% men, 48% aged 28-38 years, 43% as entrepreneurs and 61% women, aged 17-27. 52%, Private Employees 43% of domestic tourists. Characteristics based on geographical aspects, domestic tourists predominantly come from Bandung Regency, namely 10 respondents with a percentage of 10% and foreign tourists predominantly come from India, totaling 12 respondents with a percentage of 11%. For aspects based on travel patterns, tourists get information about the Kintamani tourist destination dominated by social media, namely 68% of foreign tourists and 52% of domestic tourists. The frequency of tourists

traveling to the Kintamani tourist destination is more than once with a percentage of 75% for foreign tourists and 61% for domestic tourists.

2. Instrument Test

In this research, the results of validity and reliability tests use conjoint analysis which can be done by looking at the values of the Pearson's R and Kendall's Tau correlations based on the results of questionnaire data processing. The results of the validity and reliability tests can be seen in table 2.

Table 2. Attribute Correlation Values

	Domestic (people)		Foreign (people)	
	Value	Sig.	Value	Sig.
Pearson's R	0,559	,000	0,679	,001
Kendall's tau	0,515	,001	0,564	,002

Source: SPSS Data Processing Results, 2024

Based on table 1 above, it can be seen that the correlation value of Pearson's R and Kendall's Tau for foreign tourists produces a strong value because it is above the value of 0.5, namely the Pearson's R value of 0.559 for Kendall's tau value of 0.515 and domestic tourists have a Pearson's R value of 0.679 for Kendall's value. know 0.564. The tourist significance value produces a strong significance value because it is below the value of 0.05 with a Pearson's R value of 0.000 and a Kendall's Tau value of 0.001 for foreign tourists and a Pearson's R value of 0.001 and Kendall's Tau value of 0.002 for domestic tourists. This indicates that the predictive accuracy value for tourists has a strong value and the questionnaire is declared valid. Of the 105 respondents in this study, there was a significant relationship between variables and the results of the conjoint analysis were acceptable to describe tourists' preferences for tourism product components at the Kintamani Tourism Destination, Bali.

RESULT AND DISCUSSION

Processing questionnaire data with conjoint analysis shows the level of importance of attributes and also the utility value which is described as follows:

1. The level of importance of attributes is the order from the attributes that are most considered to the attributes that are less considered or less important according to tourists. The level of attribute importance can be seen in table 3.

Table 3. Level of Importance of Attributes to Foreign Tourists

Atribut	Importance Score Wisatawan Mancanegara	Importance Score Wisatawan Nusantara
Atraksi Wisata	22,267	20,226
Aktivitas Wisata	21,818	22,185
Transportasi	20,468	20,038
Jenis Akomodasi	17,894	20,093
Cinderamata	17,552	17,457

Source: SPSS Data Processing Results, 2024

Based on table 3, it can be seen that foreign tourists tend to choose tourist attraction attributes (22,267), tourist activities (21,818), transportation (20,468), types of accommodation (17,894) and souvenirs (17,552) while domestic tourists have a tendency towards tourist activity attributes (22,185), tourist attractions (20,226), types of accommodation (20,093), transportation (20,038) and souvenirs (17,457).

2. Analysis of the utility of each attribute will show the value of each attribute given to respondents, this value will produce the overall preferences of tourists. The resulting preferences can help tourism stakeholders in creating a more specific marketing mix. Based on the analysis results, the level utility value of each attribute can be seen in table 4.

Table 4. Utility Level of Each Tourism Product Component Attribute

Atribut	Level Atribut	Wisatawan Mancanegara	Wisatawan Nusantara
		Utility Estimate	Utility Estimate
Atraksi Wisata	Atraksi Alam	,254	,792
	Atraksi Budaya	,504	,128
	Atraksi Buatan	-,250	-,921
Aktivitas Wisata	Aktivitas Kuliner	-,311	,287
	Aktivitas Budaya	,152	-,443
	Aktivitas Alam	,159	,156
Transportasi	Transportasi Pribadi	-,780	,317
	Transportasi Umum	,269	-,885
	Transportasi Sewa	,511	,588
Jenis Akomodasi	Villa	,337	-,492
	Glamping	-,125	,402
	Homestay	,212	,090
Cinderamata	Bubuk Kopi	,231	,396
	Aksesoris	,034	,030
	Kerajinan Seni	-,265	-,426

Source: SPSS Data Processing Results, 2024

Based on the level or level with the largest values for each attribute in the table, foreign tourists prefer a combination of attribute levels, namely cultural attractions (0,504), natural activities (0, 159), rental transportation (0,511), villa accommodation type (0, 337) and coffee grounds (0, 231) while domestic tourists prefer a combination of attribute levels of natural attractions (0,792), culinary activities (0,287), rental transportation (0,588), glamping accommodation type (.402) and coffee grounds (0.396)

CONCLUSION

Based on the results of the discussion previously presented, it can be concluded that the preferences of foreign tourists and domestic tourists regarding tourism product components at the Kintamani Tourism Destination, Bali from this research show that: Foreign Tourists: Tourist Attractions: (Cultural Attractions), Tourist Activities: (Tourist Activities Nature), Transportation: (Rental Transportation), Type of Accommodation: (Villa), Souvenirs (Coffee Grounds) while for Indonesian Tourists Tourist Activities: (Culinary Activities), Tourist Attractions: (Natural Attractions), Type of Accommodation: (Glamping), Transportation: (Rented Transportation), Souvenirs: (Coffee Grounds).

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