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DOMESTIC TRAVELLERS'S SATISFACTION TOWARDS PADAWA BEACH

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ABSTRACT

Bali is the most famous island in the world, with the beautiful beach, lake, mountain, villages, and charming people. One of the new destination is Pandawa Beach, and social community develop the access to the beach, in 2011. This research seeks to analyze the satisfaction rating of the Pandawa beach, existence of Pandawa beach for tourists, tourist attractions, accessibility, amenities, and quality of service. The problems in this study is "Satisfaction of Domestic Travellers toward Pandawa Beach". Determine the factors that influence satisfaction of domestic tourists, covering aspects: attractions, facilities, accessibility, and quality of service at Pandawa Beach. The results are domestic traveller's satisfaction towards Pandawa beach can be classified into four aspects, Attractions, Accessibility, Amenities and Quality of Services. In aspect Attractions, highest is waves, 4.53 (Very Good). Next is Cleanliness, 4.47 (Very Good), clean area, 4.27 (Very Good), and the wind, 3.95 (Very Good). In the aspect of accessibility, information is easily obtained, 3.71. the road, 3.68. transport, 3.67. In the aspect Amenities, the highest is Toilet, 3.93 (Very Good), Trash, 3.88 (Very Good), Telecommunications, 3.80 (Very Good), Parking, 3.79 (Very Good), and Souvenir, 3.73 (Very Good). In aspects of performance, sub-highest is information, 4.19, Life Guard, of 4.12, and Hospitality, 3.64.

Keywords : *Pandawa Beach, Travellers, Perception, Attractions, Accessibility, Amenities and Services*

INTRODUCTION

Bali island became known world at the end of the 16th century. Michel Picard in Bali : Tourism Culture and Tourism Culture mentioned that the contact between Bali with the Western world (Europe) recorded was in 1597, that is, when a fleet of Dutch merchant ship who first tried to sail to the east and stopped at the island to look for supplies of food and drinking water. Originally known as the Pandawa Beach, social community develop tourist destination at Secret Beach. Nongovernment makes the access road to the beach, in 2011.

This research seeks to analyze the touristsatisfaction rating of the Pandawa beach, Pandawa beach existence for tourists, measured from tourist attractions, accessibilities, and the quality of service. The problems in this study is "Domestic Travellers Satisfaction toward Pandawa Beach". This study aims to reveal the satisfaction of domestic tourists to the Pandawa Beach, and determine the factors that influence satisfaction of domestic tourists, covering aspects: attractions, facilities, accessibility, and service at the beach of Pandawa. These research findings are expected to contribute and enrich the development of tourism in Bali and the development of social control. This research also give contribution as alternative sources to create a policy to the circumstances of local communities, especially Kutuh village's communities. Limitations of this study is the inability to reveal the tourists number in a period since Pandawa Beach opened as destination, from 2011 until 2015. Sample of this research was the tourists who visit Pandawa Beach in July 2015, and is focused on domestic travelers.

PRIOR RESEARCH

Results of previous studies by Suradnya (1999) regarding the factors is the main attraction for foreign tourists to visit Bali include 9 factors, whereas in this study the number of factors tourist attraction that has been identified is the 8 factors. The interesting finding is

that the pull-factor "shopping or shopping" no longer appear as a stand-alone appeal, but became part of the newly formed eight factors, namely the price of the price (prices) and the appeal of culture (culture).

This change can be explained by looking at the fact that, (1) the existence of a trend where the traveler becomes more critical or cautious in spending money as a result of the declining purchasing power of travelers in general, (2) shopping or shopping is no longer a priority for the tourists during their do travelling, (3) high repeat visits, reaching a figure of 47% so that the tourists are becoming better understand the price level areas visited tourist destinations.

Suradnya research results (2006) describes that the factor analysis (factor analysis) were carried out, it has been identified eight factors that form of tourist attraction for choosing Bali as a tourist destination of their choice which represents 65.28% of the total variance that exists. This figure exceeded the minimum criteria required in the use of factor analysis (factoranalysis).

The eight factors tourist attraction may include, (1) Price Price (prices) tourist products fair, (2) Culture (culture) with any form of appeal, (3) Beach (beach) with attractions on offer, (4) Convenience (convenience) for conducting traveled, (5) opportunities for relaxation (relaxation), (6) image (image) or a reputation or a big name that Bali, (7) the beauty of nature (natural beauty), and (8) The hospitality of the locals (people). Shifting the tourist market (market shifts) as discussed in the paper "Plan Strategic Marketing To Bali As Tourism Destination Region of the World" delivered in a one day seminar "Managing Bali As Regional TujuanWisata World", September 24, 2004 at STP Nusa Two (Suradnya, 2004), has influencing the factors that became a tourist attraction of Bali. These changes included, the number of pull-factor as well as the order of importance of each of these factors for tourists visiting Bali.

THEORIES

Study theories used is Madiun, Sihite, and Inskip Also Bukart & Medlik. Sihite (200: 49) explains that tourists can be divided into domestic tourists and foreign tourists. Traveller rating Nusantara is domestic or domestic travelers. Foreign tourists are citizens of a country who travel out of the neighborhood country travel to another country. Travelers who referred in this study are those who are registered as residents of Indonesia who came to the Pandawa Beach located in the village Kutuh, for the purpose of fun, rest and leisure.

Madiun (2008:2) describes the importance of managing the various potentials for development of tourism in Bali has put the position of planning as one of the very important elements that must be implemented in earnest and careful, to be able to control the various environmental impacts and culture brought about by the development of The tourism sector. This is consistent with that expressed by Inskip (1991: 162), that as a tourist area that is integrated, it should be able to provide a wide range of tourist facilities that are exclusive, unique, different in the eyes of travelers, whether it be the beach, recreation under the sea, the wild mountains , the remains, the remains of history, sports arenas, and the combination of all the attractions.

Satisfaction rating is a situation and the conditions in which the hopes and desires of tourists are met (Kotler in Rangkuti, 2003: 23).Kotler (2000: 40) defines a satisfied customer is a customer who was getting value from producers or service providers. This value can be derived from the product, service, system or something that is emotion. If the customer says that value is a quality product, the satisfaction occurs when customers get a quality product. If the value for the customer is convenience, the satisfaction will come when the services acquired right - really comfortable.

Travellers who are satisfied are customers who will share the satisfaction with manufacturers or service providers. In fact, customers are satisfied, will share feelings and experiences with other customers. It will be a reference for the company concerned. Therefore, both customers and service providers, will be equal - equally benefiting if satisfaction occurs. By looking at this relationship, it is clear that customer satisfaction should be one of the main goals of each company.

Basically, the purpose of a business is to satisfy the customer. Satisfaction itself by Kotler (1997) in Rangkuti (2003: 23) is defined as feeling happy or disappointed someone as a result of a comparison between the achievements or products are perceived and the expected (a person's feeling of pleasure or disappointment the resulting from Comparing a product is received performance (or out come) in relations to the person's expectation). The majority of the villagers with container Kutuh Hindu community named custom banjo. South Kuta District residents mostly have a livelihood as a fisherman as many as 6644 people, or 15.06 percent. It is based on the suitability of natural conditions and environment of South Kuta area surrounded by waters that strongly supports the activities of the population, especially in marine aquaculture activities. Other types of livelihoods that dominate the population in the District of South Kutais work as private employees as much as 13 636 or 30.91 percent. These jobs typically dominated by the people who work as employees in the field of tourism and hospitality.

ANALYSIS

Based on the results of research, tourists who come to visit on the Pandawa Beach can be classified as follows data on most survey respondents were aged 20 to 30 years, by 70%, from an average 500 to 700 tourists per day. The second is the next most respondents belonging to the teens, by 20%.

Data on the frequency of respondents visiting The Pandawa beach explain as much as 18 respondents 43.6% visited the Pandawa beach more than three times. A total of 15 respondents 40.9% visited the Pandawa Beach between 2-3 times. And as much as 14.4% of respondents 67 visited the beach for the first time. Most of the tourists, 48 people or 60.7% of total survey respondents, visiting The Pandawa beach for some reason the atmosphere is pleasant. Respondent visit Pandawa Beach for recreation, as many as 67 people, or 79%, travellers who visit the grounds visiting family, for 11 people, or 10%, and traveler visit the business reasons for 8 people, or 7.2%, and the travellers visiting Pandawa Beach for research, amounting to 14 people, or 3.6%. Most travelers visit Pandawa Beach because of information obtained from family or friends, 65 people, or 62.7%, 5 people, or 11.8% visit Pandawa beach by information obtained from the Electronic Media, 15 people or 10.9%, visit Pandawa Beach because of information obtained from the Travel Agent, 10 people or 10% visit Pandawa Beach because of information obtained from mass media such as newspapers or magazines, 5 people or 4.5% visit Pandawa Beach because of information obtained from the Tourist Information Centre.

There are four aspects that affect the perception of tourists who visit Pandawa Beach, by Bukart & Medlik Satisfaction Theory. The four aspects are aspects Attractions, aspects of Accessibility, Amenities aspects, and aspects of the Service.

RESULTS

Taveller perception towards Pandawa Beach can be classified into four, which is based on aspects Attractions, Accessibility, Amenities and Services. the perception of tourists to the Pandawa beach can be classified into four, which is based on aspects Attractions, Accessibility, Amenities and Services. In the aspect Attractions, sub highest aspect is the waves, amounted to 4.53 (Very Good). Next is sub aspects Cleanliness, 4.47 (Very Good), then sub aspect to cleanly Region, amounting to 4.27 (very good), and the next, sub aspects of the wind calm, 3.95 (Very Good) , In the aspect of accessibility, sub highest aspect is that information is easily obtained, amounting to 3.71. Sub next aspect is the Way, amounting to 3.68. Then sub aspects of transport, of 3.67. In the aspect Amenities, sub aspect Toilet highest, amounting to 3.93 (Very Good). Next is sub aspect Trash, 3.88 (Very Good), sub aspects of Telecommunications, 3.80 (Very Good), sub aspect Parking, 3.79 (Very Good), and sub aspects Souvenir, 3.73 (Very Good). In the aspect of performance, sub highest aspect is information, amounting to 4.19. Next is sub aspects of Life Guard, of 4.12. Then sub aspects of Hospitality, 3.64.

SUGGESTION

Although tourists have a perception of the Pandawa Beach including excellent in all four aspects, Attractions, Accessibility, Amenities and Services, manager and the communities should also involve other areas as a comparison and motivate the growth and development of other tourist destinations as well, such as Dreamland Beach, Nusa Dua Beach, Padang-Padang Beach, Medewi Beach, and others.

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