

¹ Decision Determinants of Tourist's Intention to Revisit a Coastal Tourism Object by Using ROS Model: A Case of Kelapa Dua Islands Jakarta

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ABSTRACT

This study examines factors in decision making of tourist to revisit Kelapa Dua Island, Thousand Islands, DKI Jakarta, Indonesia. The objectives of this study were: (1) To know the socio-demographic characteristics of the visitors in order to understand the relationship on their decision making to revisit the island, (2) To know the preferred activity preference attributes of the visitors in order to understand the relationship on their decision making to revisit the island, (3) To know the specific role of beach settings / attributes in the visitors' view in order to understand the relationship on their decision making to revisit the island, and (4) To define the expected desired experiences of the visitors in order to understand the relationship on their decision making to revisit the island. The data collection used was primary data, taken by spreading questionnaire to 100 visitors on the exit gate of Kelapa Dua Island, DKI Jakarta, Indonesia. An accidental sampling was used to select the respondent surveyed for this study. Sampling will be rotated on different days of the week and between morning, afternoon, and evening in attempts to acquire a more accurate and representative population.

Keywords: revisit, preferred activity preference, beach setting, desired experiences

Introduction

Background

Tourism industry in Indonesia, is no longer act as an alternative industry among other industry in Indonesia. Tourism now a strong industry, mainly due to the independence of this industry which are not susceptible to uncertainty and sluggishness of the world economy. President of the Republic of Indonesia, Mr. Joko Widodo (Jokowi) instructed all ministers to support program of the Ministry of Tourism to make tourism as a leading sector (leading sector), where it becomes an excellent aid in view of the

Minister of Tourism of Indonesia, Arief Yahya targeting 20 million foreign tourist arrivals 2020.

To reach the target, there are some things that have been planned by the Ministry of Tourism, such as infrastructure development, improvement of infrastructure in the Information and Communication Technology) also health and hygiene, and accessibility that is connectivity, the seat capacity and direct flights as well as regulation And to support this, there should be an assessment of the tourist destinations owned by Indonesia, one of which is Kelapa Dua Island. Kelapa Dua Island is an island that is geographically located in the northern island of Java that are geographically included in the villages of the island coconut, district thousand islands to the north, the district

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thousand islands, Jakarta Indonesia, the island is densely populated and inhabited mostly by people makasar or Bugis, filled with hardcoral, Seagrass, Mangrove and marine biota.

Kelapa Dua Island is located in the northern island of Kelapa Island and Harapan Island, to get to the island from Kelapa Island and Harapan Island only takes approximately 10- 15 minutes by small boat. Kelapa Dua Island has a breadth of 1.9 hectares with a population of 337 inhabitants, in the north of the island we can see Panjang Island, the only island in the Thousand Islands which have airport. Community-based tourism is now also becoming a trend in tourist destinations in Indonesia, the development of tourism in these destinations will certainly affect the economic income of society living in these destinations, the basic nature of the tourism sector is to provide a multiplier effect (multiplier effects). Therefore, research on the development of tourism destinations need to be done, not only due to the Program of the National Government, but also to the economic progress of society around tourist destinations.

In connection with the lack of official data released by the government and no information legitimately available, to avoid misinformation atapun the data received by the researchers, for the first study on this island researchers will begin research on what factors influence a person's decision to re-visit Pulau Kelapa Dua. A similar study ever conducted on Tidung, Thousand Islands, Jakarta with the surprising result that the application of the model Recreation Opportunity Spectrum (ROS) used did not show significance between variable settings, activities and experiences as the basis for one's decision to revisit a tourist destination nautical. Where the predecessor research conducted at North Carolina Coastdan indicate that there is significant correlation between the variable settings, activities and experiences as the basis for one's decision to revisit a maritime destination.

Research Problems

(1) The socio-demographic of the visitor is still unknown, (2) The activity preference attributes which relate to tourist's intention to revisit is still unknown, (3) The specific beach setting attributes which relate to

tourist's intention to revisit is still unknown, (4) The desired experience attributes which relate to tourist's intention to revisit is still unknown . This study will examine the Recreational Opportunity Spectrum model components of setting, activity participation, and desired experience as well as the utility of socio-demographics in studying recreational preferences and behaviors of Kelapa Dua Island, Thousand Islands, DKI Jakarta, Indonesia recreational beach users to assess what factors that can attract them to re-visit the Tidung Island.

Research Objectives

The main purpose of this study is to present the empirical findings for knowing factors that will influence visitor to revisit Kelapa Dua Island, Thousand Islands, DKI Jakarta, Indonesia. The objectives of this study were: (1) To know the socio-demographic characteristics of the visitors in order to understand the relationship on their decision making to revisit the island, (2) To know the preferred activity preference attributes of the visitors in order to understand the relationship on their decision making to revisit the island, (3) To know the specific role of beach settings / attributes in the visitors' view in order to understand the relationship on their decision making to revisit the island, and (4) To define the expected desired experiences of the visitors in order to understand the relationship on their decision making to revisit the island.

Literature Review

Tourism is all the process posed by the current traffic traveling people - people from outside to a country or region and everything associated with that process like eating / drinking, transportation, accommodations, and attractions or entertainment. And strategic area of tourism based on Indonesia Law Number 10 Year 2009 about Tourism is the area that has the primary function of tourism or have the potential for development of tourism which have a significant impact in one or more aspects, such as economic growth, socio-cultural, empowerment of natural resources, carrying capacity environment, as well as land and security. From the perspective of the consumer, tourist behavior 'is divided into three phases included: pre-visit, a visit during,

and after the visit (Williams and Buswell, 2003). They said that tourist behavior is including selection of destinations to visit, the next evaluation, and intense future behavior. The next evaluation is a travel experience or value perceived and overall visitor satisfaction, while the intention of the future behavior of the corresponding reference judgment visitors to re-visit destination and willingness to recommend it to other people the same.

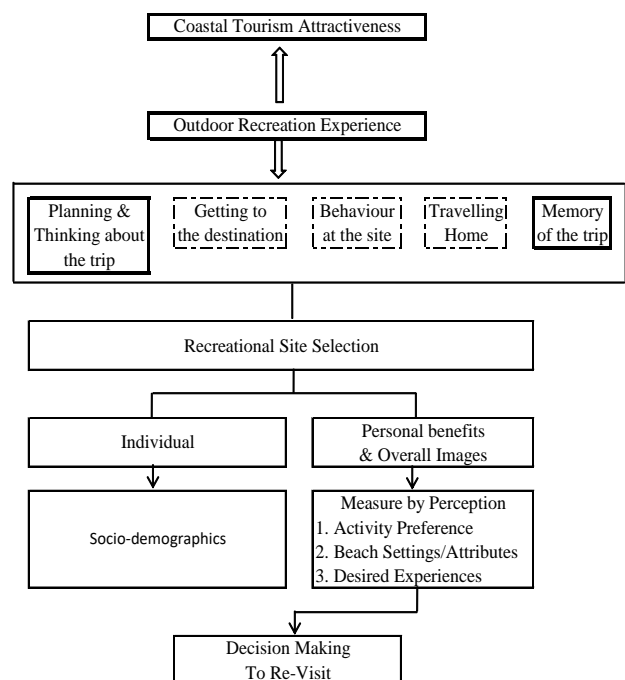
Several studies identified satisfaction with travel experiences as the primary antecedents of intention revisit (Chi and Qu, 2008), and the positive satisfaction has a positive influence on purchase intention of returning tourists' (Gotlieb, Grewal and Brown, 1994). Instead, Um, Chon and Ro (2006) found that satisfaction was not significant in influencing the desire to re-visit Hong Kong for the European and North American travelers. Enrique Bigné, Sanchez and Andreu (2009) found that the market was not competitive even satisfied customers can switch to a competitor because of the opportunity to achieve better results. In another view, Cronin, Brady and Hult (2000) suggest that perceived value may be a better predictor of intention to repurchase from one of satisfaction or quality. Žabkar, Brenčič and Dmitrović (2010) explores the complex relationships between the main construction and behavioral intentions. Reviews based on model of the respondents, the purpose Affect perception of the quality attributes of which then Affect satisfaction, the last lead to revisit intentions. From the perspective of (Jang and Feng, 2007), look for new things highlighted as antecedent revisit intention. Respondents examined the effect of tourists' new-looking and satisfaction on revisit intentions goal in the short term, medium term and long term.

Jang and Feng (2007) emphasized that destination image plays two crucial roles in behaviors: first, influence the destination choice decision-making process, and second, influence conditions after decision-making behaviors (intention to revisit and willingness to recommend). They indicate that there are very few models available that capture the relationship between socio-demographics, activity participation and travel behaviour. They found that socio-demographic determinants (such as age, gender,

employment) have a definite effect on both activity participation (recreation, work, travel), and travel behaviour (number of trips, travel time), and that travel behaviour is better explored by including activity participation in the model.

Žabkar, Brenčič and Dmitrović (2010) mentioned that Individual factors affect the individual's cognitive organization or evaluation of stimuli and therefore so influence the perceptions of the environment and the resulting image. Jang and Feng (2007) give expectancy-valence theory proposes that people select recreational settings based on personal benefits and overall experiences that they feel a certain combination of setting attributes may offer. Payne (2000), define well-established framework for modeling expectancy-valence theory is a model called the Recreation Opportunity Spectrum. The ROS model was developed by the U.S. Forest Service and subsequently focuses on forest/wilderness recreation areas. He says that model is highly adaptive and its principles can be utilized in evaluating any geographical/recreational setting. The seven setting classifications outlined by the U.S. Forest Service are not necessary to assess all recreational settings. Other geographical setting types should be measured based on their own unique set of attributes

Conceptual Framework



Methodology

The research method of this study is a descriptive method. After getting the data from research site, the data is in the form of raw data. For that, we must turn it into an information that can be understood by us and others. The process of changing data into information requires an appropriate interpretations to avoid misinformation. The measures to be in the data processing include: (1) Organizing and editing of data, (2) Select the types of data or coding, (3) Enter data, (4) Analysis of data, (5) Interpretation of data

The total sampling for this study is 100 visitor of Kelapa Dua Island, Thousands Island, DKI Jakarta, Indonesia. An accidental sampling was used to select the respondent surveyed for this study. Researcher will directly ask the respondents to fill up the questionnaire on the exit gate (as entrance gate as well) of Kelapa Dua Island, since there is a good place for respondents to fill up the questionnaire because of the availability of seating chairs, shade place and they should wait about 15minutes to get on boat.

Mean scores were generated for each of the visitor’s perception on three destinational images dimensions where the scores of each dimension were derived from the tallied scores from their represented items. To test the significant relationship between visitor’s socio-demographic factors and visitor’s perception of personal benefits and overall images on the decision making to revisit the coastal tourism, one way anova and independent t-test analyses were conducted.

Table 1. Variables and Measurement

Variab les	Dimensions (Sub Variables)	Indicator s	Scale of Measure ment	Sour ce
Sociode mographi c	- Gender	- Female - Male	- Nomin al	
	- Age	- Age Number	- Ratio	
	- Education	- High School Graduat e	- Ordina l	

	- Family /Group Composit ion	- Diplom a Graduat e - Bachelo r Graduat e	- Interva l	
	- Income	- 1 people - 2 people	- Ratio	Chris to pher L. Ellis (200 5)
	- Residentia l Place	- 3-4 people - 5-6 people - > 6 people	- Nomin al	
	- Times Visited	- Income - DKI Jakarta - West Java Provinc es	- Ordina l	
	- Decision Maker	- Java Island (exlude DKI Jakarta and West Java Provinc e) - Other than Java Island	- Likert	
Activity Preferen ce			- Likert	
Beach/ Setting Attribut es	- Environme nt Settings	- First - Second - Third - Forth or more	- Likert	
	- Social Settings	- Father/ Mother/ Boyfrie nd - Mother/ Wife/Gi rlfriend - Boss - Others	- Likert	
	- Manageria l Settings	- Very Good - Good	- Likert	

Revisit Intention	- Desired Experiences	- Neutral - Not So Good - Not Good	- Likert
		- Very Good - Good - Neutral - Not So Good - Not Good - Very Good - Good - Neutral - Not So Good - Not Good - Very Good - Good - Neutral - Not So Good - Not Good - Very Agree - Agree - Neutral - Do Not Agree - Very Do Not Agree	

Table 2. The Results of Visitor’s Socio-Demographic

Gender	n	%	Residential Place	n	%
Female	146	146%	DKI Jakarta	100	100%
Male	54	54%	West Java	0	0%
			Jawa Island (excl. DKI Jakarta & West Java)	0	0%
			Other than Jawa Island	0	0%

Age	n	%
15-20	35	35%
20-39	46	46%
High School Graduate	43	43%
Diploma Graduate	57	57%
Bachelor Graduate	0	0%

Family/Group Composition	n	%
1 people	0	0%
2 people	0	0%
3-4 people	69	69%
5-6 people	10	10%
>6 people	21	21%

Time Visited	n	%
First	100	100%
Second	0	0%
Third	0	0%
Fourth or More	0	0%

Decision Maker	n	%
Father/Husband/Boyfriend	32	32%
Mother/Wife/Girlfriend	68	68%
Boss	0	0%
Other	0	0%

Monthly Income	n	%
Rp. 0 - Rp. 1.000.000	0	0%
Rp. 1.100.000 - Rp. 2.500.000	26	26%
Rp. 2.600.000 - Rp. 5.000.000	39	39%
>Rp. 5.000.000	35	35%

Visitor perceptions Personal Benefits and Overall Image of Attribute Beach.

To assess the perceptions of visitors from certain beaches attributes, researchers examined all the activities that are applied to the respondents. Visitors are given a list of various attributes of the specific location of respondents frequently participate in and potentially can affect respondents' choice of respondents visit the beach

Activity Participation

Respondents were asked to to identify the beach, related activities that respondents follow or have the respondents planned to participate in the shore excursions

Results and discussion

Socio-demographics

Table 2 shows the results of visitor’s socio-demographics, as follows:

Table 3. Total Perceptions of Respondents on Preferred Activities

Preferred Activities		Visitor perceptions Personal Benefits and Overall Image of Preferred Activities.					
		Very Much (5)	Good (4)	Neutral (3)	Not Good (2)	So Good (1)	Average
1	Seeing the birds with the naked eye at the seaside	12	23	45	20	0	3,27
2	Going around the island by bicycle which is lent free of charge	45	31	12	12	0	4,09
3	Snorkeling at spots near Kelapa Dua Island	32	42	15	11	0	3,95
4	Together collect up trashes on shore	8	21	56	12	3	3,27
6	Picnic on the beach	45	21	25	4	5	3,92
7	Sunbathing with decent clothes on the beach	12	27	30	23	8	3,04
8	Swim at the beach, Kelapa Dua Island	60	12	20	8	0	4,24
9	Jogging / Walk the streets around the island	42	19	18	21	0	3,82
10	Overall activity undertaken while in Island	27	28	17	21	7	3,40
Total Average							3,30

Respondents checked all the activities that are applied to the respondent of 11 items. These items include a variety of recreational activities that apply to various combinations of physical and social conditions that are owned by Kelapa Dua Island, Thousand Islands, Jakarta, Indonesia. For the highest value activity preferences of respondents chose "Swimming at the beach of Kelapa Dua Island" and the lowest value of the activity preferences of respondents chose "Sunbathing with decent clothes on the beach"

The Beach setting

The beach setting is divided into three categories: Environment setting, Social Settings, Managerial Settings. The value for each setting is as follow:

Table 4. Total Perceptions of Respondents on Beach Settings

Environment Settings		Visitor perceptions Personal Benefits and Overall Image of Environment Settings.					
		Very Much (5)	Good (4)	Neutral (3)	Not Good (2)	So Good (1)	Average
1	Edge of the beach free of hawkers so that visitors can freely play on the beach	55	12	11	22	0	4,00
2	The beach sand is clean and free of litter and dirt	45	23	15	17	0	3,96
3	There still has sound of surf of beach, and birds. The atmosphere was very natural	32	45	12	11	0	3,98
4	There is no sewage smell a stench like dead animals	45	21	32	2	0	4,09
5	No noise, like the sound of boat engines	23	38	18	21	0	3,63
6	The waves are not too high, can be used for snorkeling and swimming	25	32	18	25	0	3,57
7	Conditions underwater fun, as there are reefs	38	23	19	20	0	3,79
9	Overall perceived beach setting	28	35	32	5	0	3,86
Total Average							3,43

Social Settings		Visitor perceptions Personal Benefits and Overall Image of Social Settings.					
1	The beach is not too crowded	18	32	18	32	0	3,36
2	No visitor with an unpleasant behavior	51	30	18	1	0	4,31
3	Can enjoy the beauty of the beach itself, not to be disturbed by people / group	33	39	18	10	0	3,95
4	Beach conditions safe for children, for example: no adult who uses bikini	35	48	12	5	0	4,13
5	Group activities can be put through his own at one spot off the coast	56	17	25	2	0	4,27
6	Absence of crime that occurs, for example: theft, sexual crimes	59	18	18	5	0	4,31
7	Overall perceived social settings	53	23	15	9	0	4,20
Total Average							4,07

Managerial Settings	Visitor perceptions Personal Benefits and Overall Image of Managerial Settings						
	Image of Managerial Settings						
1	The existence of the management seen around the coast to monitor activities occurring	0	0	15	78	7	2,01
2	The presence of the lifeguard who always monitor the safety of visitors in the beach	0	0	17	79	4	2,09
3	There is poster describing the do and donts as at the beach	0	0	12	48	40	1,32
4	Signposts regarding their safe state along the beach	0	0	10	42	48	1,14
5	Lack of facilities for people with special needs, such as wheelchairs, and special toilets	0	0	0	39	61	0,78
6	Good accommodation settings: free of dangerous animals	44	20	12	24	0	3,84
7	Availability of internet and telephone signal	59	30	11	0	0	4,48
8	Availability of umbrella/ raincoat rental	0	12	10	70	8	2,18
9	Availability of access for private speed boat parking	12	32	18	37	1	3,16
10	Overall Managerial perceived Settings	0	12	15	43	30	1,79
Total Average							2,28

Environment setting: the highest value contained in the statement "There is sound of the waves, and birds. The atmosphere was very natural" and the lowest value contained in the statement "The waves are not too high, can be used for snorkeling and swimming". Social setting: the highest value contained in the two statements, which were "No visitors with unpleasant behavior" and "The absence of the crime, for example: theft, sexual crimes" and the lowest value contained in the statement "The beach is not too crowded"

Managerial setting: managerial settings occupied as the lowest value compared to the other two settings. For the highest value on the managerial arrangements are "Good accommodation settings: free of dangerous animals" while the lowest value is in the statement "The existence of a safe state signposts regarding the safety of beach condition including its waves"

Desired Experience

Table 5. Total Perceptions of Respondents on Desired Experiences

Desired Experiences	Visitor perceptions Personal Benefits and Overall Image of Desired Experiences					Average	
	Very Much (5)	Good (4)	Neutral (3)	Not Good (2)	So Not Good (1)		
1	Because the island is still very natural, where visitors are very spoiled with the natural beauty of the Kelapa Dua Island	50	21	18	11	0	4,10
2	Can explore the other side of the grandeur of the capital Jakarta. Kelapa Dua presents a very different thing but easy to reach from Jakarta	32	18	32	18	0	3,64
3	The place is perfect for a short vacation from the complexity of the work and squealing city of Jakarta	68	12	18	2	0	4,46
4	Can blend in with the surrounding communities who are not individualists	0	21	32	32	15	2,44
5	Kelapa Dua Island is very pleasant, because we can meet up with other travelers who are equally looking for entertainment	12	18	21	26	23	2,47
6	The island is very nice to cool down and meditation/ Yoga	22	37	28	10	3	3,62
7	The island is very suitable to be a place for families to be reunited together	32	37	18	10	3	3,82
8	This island is perfect to invite children, because tourists who come while maintaining the rules of east people	27	29	32	12	0	3,71
9	Overall expectation that occurred on the island	23	46	23	7	1	3,82
Total Average							4,58

The highest value of the grounds and the motivational factors of respondents in a visiting to Pulau Kelapa Dua was contained in the statement "The place is perfect for a vacation for a while on the complexity of the work and squealing city of Jakarta" and the lowest value contained in the statement "to blend in with the surrounding communities who are not individualists".

The significant relationship between visitor's socio-demographic factors and visitor's perception of personal benefits and overall images on the decision making to revisit the coastal tourism

As you can see on table 2 on times visited the Island, there is no respondents who ever came to this island more than once, so the one way anova and t-test can not be applied on this research due to the main objective of this research is to know the decision determinants of tourist's intention to revisit a coastal tourism object by using ROS Model. But none of the respondents ever do revisit to this Island.

Conclusions

1. The relationship of activity preferences to the decision making to revisit can not be observed due to inavailability of respondents who have been visiting Kelapa Dua Island more than once. The most prefferable acivities is swimming at the beach of Kelapa Dua Island
2. The relationship of environment settings to the decision making to revisit can not be observed due to inavailability of respondents who have been visiting Kelapa Dua Island more than once. The most prefferable environment settings is there is sound of the waves, and birds, The atmosphere was very natural
3. The relationship of social settings to the decision making to revisit can not be observed due to inavailability of respondents who have been visiting Kelapa Dua Island more than once. The most prefferable social settings are no visitors with unpleasant behavior and the absence of the crime, for example: theft , sexual crimes
4. The relationship of managerial settings to the decision making to revisit can not be observed due to inavailability of respondents who have been visiting Kelapa Dua Island more than once. The most prefferable managerial settings is good accommodation settings: free of dangerous animals
5. The relationship of desired experiences to the decision making to revisit can not be observed due to inavailability of

respondents who have been visiting Kelapa Dua Island more than once. The most desiring experiences is the place is perfect for a vacation for a while on the complexity of the work and squealing city of Jakarta.

6. Kelapa Dua Island led by the eldest of the who lived on the island since the beginning of the island is found, where the tourism activities in the island is led by the eldest son in law. The eldest itself has not been all too aware of the potential of the island Kelapa Dua in the field of tourism, because so far no party ever come to this island to open their eyes about the potential of this Island as tourism destination and its effects. Some of the Ministry and the university who already came to this island develop in the field of marine life and mangrove only.

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