

# Analysis of Tourism Perception Using the Importance Performance Analysis Method Toward Jayagiri Hiking Trail Bandung

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**Abstract-** The geographical location of Bandung which is surrounded by mountains has become an exotic tourist destination for local and foreign tourists. But a tour package offered to tourists who have an interest in hiking to explore the mountains of Bandung is relatively rare. Whereas the prospect of tourism in the form of ecotourism like that is quite a lot of devotees from both local and foreign tourists. In this case the Jayagiri Bandung hiking trail has not been maximally satisfying the desires of hiking tourists, it is necessary to analyze what influential factors are analyzed through Importance Performance Analysis (IPA). This analysis method is to find which elements are considered important by tourists, so that suggestions and conclusions can be drawn for the further development of Jayagiri hiking tours. This research produced an analysis that there are still many deficiencies that can reduce the experience of tourists in hiking trips, including hiking posts and adequate information boards, stalls to buy food, and the absence of public toilets. This needs special attention to be able to provide a good traveling experience and make tourists decide to repeat hiking again in Jayagiri, while from the gap analysis between satisfaction and interests it can be seen that the facilities or services of the Jayagiri hiking trail have not exceeded tourists' expectations.

**Keywords:** *Hiking Jayagiri, Perception, Importance performance analysis, Tourist satisfaction.*

## I. INTRODUCTION

Awareness of the charm of Indonesia by the communities around the tourism attraction in the form of natural landscape beauty, the diversity of arts and culture of the people which is managed and held by offering special interest tourism trips to the tourism market is one of the elements that influence the shift in tourism orientation, in addition to the saturation of tourists themselves towards artificial tourism characterized by mass tourism.

By some party, mass tourism is seen as having the potential to have a negative impact on the environment, both the natural environment and the cultural and social environment. In contrast to the concept of special interest tourism which focuses more on tourism that is friendly to nature, the social environment and local culture. The impact of mass tourism development and its activities on human resources can result in the degradation of socio-cultural values, moral values and commercialization of traditions. Likewise, its influence on natural resources, the development of mass tourism will have an impact on the occurrence of land use change from the agricultural sector to the tourism sector, the occurrence of pollution and environmental and ecosystem damage. The negative impact was due to the development of mass tourism solely carried out with an economic approach and tourism was prepared as an instrument to increase financial income. In special interest tourism and/or environmentally friendly tourism, tourism development

must be based on sustainability criteria, can be supported ecologically in a long time, economically feasible, ethically and socially just for the local community. Sustainable development in special tourism integrated with the natural, cultural and human environment must be able to provide blessing to nature, the social environment and the tourism actors themselves. One of the special interest tours that is suitable with Bandung's landscape form is Hiking.

The geographical location of Bandung which is surrounded by mountains has become an exotic tourist destination for local and foreign tourists. But a tour package offered to tourists who have an interest in hiking to explore the area both in and out of town is still relatively rare. Though the prospect of tourism in the form of ecotourism like that quite a lot of devotees both from local and foreign tourists.

In some countries, hiking tourism has been highly developed, along with increasing public interest in health and fitness as well as concerns over environmental damage caused by traffic congestion. Hiking related to ecotourism has become a very promising tourism commodity. The length of stay as well as the trickle-down effect to the local community derived from ecotourism tourists is much higher than ordinary tourists. If other countries in Southeast Asia such as Thailand, Vietnam and Laos have been aggressively promoting hiking tours, it is not an excessive hope that in the future Bandung will be more attractive to tourists with hiking as one of the mainstay of the tour.

Hiking trail in Bandung which is quite well known is the Jayagiri hiking trail. At this hiking trail tourists will pass through the residents' plantations, tea plantations and pine forests to the Mount Tangkuban Perahu. But the Jayagiri hiking trail is still lacking supporting facilities for tourists. On the other hand, tourists as hiking trail users become an important aspect that must be considered in developing the Jayagiri hiking trail. Therefore, it is necessary to study the perception of tourists about the Jayagiri hiking trail. Perception is a view, the arrest of someone about something that is influenced by the information received and its interpretation of that information. Perceptions of alternative entertainment and various tourist destinations are conditioned by three elements, namely personal experiences, preferences and stories of others (Wahyono, 2006). Based on this, the research is intended so that the development of the Jayagiri hiking trail can be right on target and beneficial for Bandung tourism.

## **II. LITERATURE REVIEW**

Focus of this research is regarding the development of hiking tours in the city of Bandung. In its development, it is very closely related to the concept of ecotourism. Ecotourism is defined as a form of synergy between the environment, social community and tourism that is packaged in a united way to attract tourists. First, hiking tourism is one aspect that is highly related to the environment, namely its development is expected to be able to preserve natural resources and the environment (Josep, 2017). Ecotourism is a form of tourism based on ecology that is closely related to natural resources, cultural resources, and natural infrastructure to preserve the environment, states that there are several components that are currently related to environmental sustainability, namely the population component, the natural carrying capacity component, the knowledge and technology component and the organizational component (Sugiyama, 2011).

### **Hiking tourism**

Nature-based tourism is expected to improve the regional economy and be able to finance the maintenance and improvement of nature tourism itself (Mayer, 2014). In recent years, the use of hiking trails, green lanes and nature-based tourism is growing rapidly in various countries (Mundet & Coenders, 2010). Hiking activities in nature become very attractive for tourists because it is relatively cheap and also generally done

in rural areas so that it can be attractive to visitors, besides hiking is also considered as a sustainable tourist attraction giving high value for tourists. Hiking tourism has many benefits, these benefits are for the local community, the hiking community. For local people, by attracting visitors can increase the potential of the local economy and can create jobs (Newsome, 2002). For hikers, hiking on a nature-based trail is one of the relatively inexpensive ways not only for self-enjoyment but can also socialize with colleagues and can help improve health (Ingebord, 2015). An interesting aspect of remote and wild areas is that they offer opportunities to experience solitude in nature that is still purified (Hall, 2006). The quality of remote and wild area is increasingly valued in countries that mostly have high urbanization to reduce the stress of urban life (Baylatry, 2015).

### **Types of Hiking Trails**

Hiking can be divided into hard hiking and soft hiking (Fu Xiao Qu, 2009). There are some similarities between hard hiking and soft hiking. Following the table below.

Table 1. Types of Hiking Trails

Component	Hard Hiking	Soft Hiking
Length of route Strength and difficulty	long / high	short / low
Hiking risk and public awareness of the route	high / low	low / high
Requirements and reliance on equipment and requirements on professional services	high	low
Number of participants and physical requirements for hikers	less / strong	more / general
Environmental impact	have	have
Destination stay and mobility	have/ low	less / high
Impact on the income of residents wishing to set up routes and destinations	have	have
Hiking cost	high	low
Backpack and equipment weight	high	light

In general, hard hiking and soft hiking are not completely separated. Hiker can first make a hiking trip from soft to hard hiking. In general, hard hiking has a high degree of community, for example physical strength, equipment and even basic knowledge of hiking. As for soft hiking, it is simpler sometimes with relatively affordable costs.

### **Development of hiking routes**

According to Xiao Sheng He (2008), the choice of hiking routes can be measured from 4 aspects, namely remoteness, authenticity, challenges and themes.

#### 1. Remoteness

The development of hiking tours with other tours has differences. In hiking tours transportation is not a high requirement because some hikers avoid crowded traffic conditions, far from the city crowd.

#### 2. Authenticity

The main motivation of hikers is to return to nature and appreciate traditional culture. The more natural and authentic the culture, the deeper the experience gained by pedestrians can give a deep impression.

3. Challenging

Extreme environmental conditions such as steep slopes, cold or hot weather, arid deserts, trapped in the forest and swamps are often an attraction for hikers, because by being able to overcome difficulties and challenges on the way they can hone themselves to gain insight into life and others.

4. Theme

Even though hiking routes have a large scale, many tourist attractions are involved, but there must be a theme or characteristic that can be offered to tourists.

**Perception**

Perception is a process of activating someone in giving an impression, judgment, opinion, feeling and interpreting something based on information displayed from other sources (Purwanto, 2007). A process of sensory cues and relevant past experience is organized to give us a structured and meaningful picture of a particular situation. Perception is a view of someone about something that is influenced by the information received and its interpretation of that information. Perceptions of alternative entertainment and various tourist destinations are conditioned by three elements, namely personal experiences, preferences and stories of others (Wyono, 2006). Based on this, the research is intended so that the development of the Jayagiri hiking trail can be right on target and beneficial for Bandung tourism.

**Importance Performance Analysis (IPA)**

According to Tjiptono (2011), this technique was first put forward by Martilla and James in 1977 in their article "Importance Performance Analysis" published in the Journal of Marketing. In this technique, respondents are asked to rate the level of importance and performance of the company, then the average value of the level of importance and performance are analyzed on the Importance Performance Matrix, where the x-axis represents perception while the y-axis represents expectations.

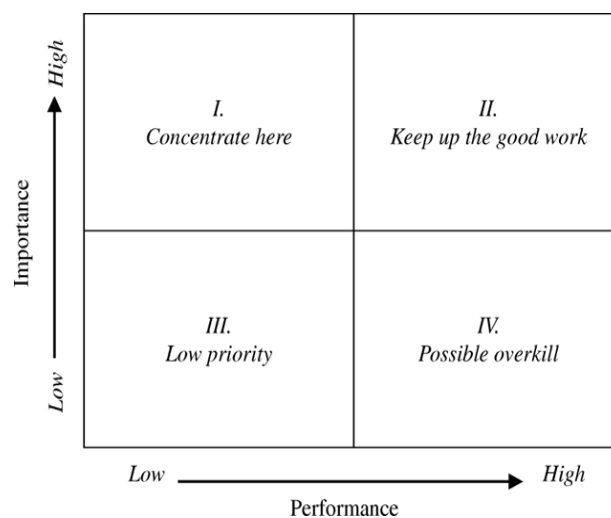


Figure 1. Importance Performance Matrix

The interpretations of the quadrants are as follows:

Quadrant I (Concentrate Here)

In this quadrant there are factors that are considered important and or expected by consumers but the

company's performance is considered to be unsatisfactory, so the company needs to concentrate on allocating its resources to improve the performance that enters this quadrant.

#### Quadrant II (Keep Up the Good Work)

In this quadrant there are factors that are considered important and are expected to be factors supporting customer satisfaction so the company is obliged to maintain these performance achievements.

#### Quadrant III (Low Priority)

In this quadrant there are factors that are considered to have a low level of perception or actual performance and are not too important and or not too expected by consumers so the company does not need to prioritize or pay more attention to these factors.

#### Quadrant IV (Possibly Overkill)

In this awareness there are factors that are considered not too important and not very expected by the customer so that the company is better at allocating resources related to these factors to other factors that have a higher priority level.

### **III. METHODOLOGY**

Customer satisfaction, in this case tourists is defined as a manifestation of the feelings of tourists after comparing with their desires. If the performance of a company in this case is the manager of a hiking trail under the wishes of tourists, tourists will be disappointed and vice versa, so it can be concluded that tourist satisfaction is a response by fulfilling the wishes of tourists. Data collection method with two methods to be used in data collection. Literature study, field observations, namely secondary data surveys and primary data surveys.

Secondary data survey, which is an attempt to collect information related to theories that are related to the problem of the variable under study, in this case is a theory related to hiking tourism. Primary data survey is a method conducted by the author while in the field, consisting of:

1. Field observations were made to see firsthand the condition of the Jayagiri hiking trail, the existing facilities on the Jayagiri hiking trail, and the hiking tourist activities.
2. Distribution of questionnaires, the process of distributing questionnaires was carried out to tourists related to the perception of the Jayagiri Bandung hiking trail. In addition, tourists are asked to fill out questionnaires related to tourist characteristics.

In this study, respondents selected were tourists from outside the city of Bandung, both male and female with a minimum age of 15 years. Selection of the minimum age limit refers to the highly productive age of 15-49 years, productive age 50-64 years and under-productive age 65 years and over according to BPS. Guidelines for determining the number of samples is "We recommend that the sample size between 30-500 elements, Roscoe in Sugiono (2012). Then based on these guidelines determined 200 questionnaires were distributed as many as 200 questionnaires with 100 questionnaires for tourists who have been hiking in the Jayagiri route and 100 questionnaires for respondents who were doing hiking activities in the Jayagiri route. Sugiyono (2012) explains that the Likert scale is used to measure the attitudes or opinions of a person or a number of groups towards a social phenomenon in which the answers of each instrument item have values from very positive to very negative. With a Likert scale the variables to be measured are translated into

indicator variables. Then the indicator is used as a starting point for compiling instrument items which can be statements or questions. The following is the scale used in this study:

1. Very Unsatisfying
2. Unsatisfying
3. Satisfying
4. Very Satisfying

#### **IV. RESULTS AND DISCUSSION**

Analysis of tourist perceptions of the Jayagiri hiking trail, begins by looking at the characteristics of tourists, travel patterns when traveling to Bandung and when traveling hiking on the Jayagiri hiking trail. The number of questionnaires distributed as many as 200 questionnaires with the distribution of 100 questionnaires for respondents who have taken hiking tours on the Jayagiri route as well as 100 questionnaires for respondents who are hiking on the Jayagiri route when the survey took place targeting respondents outside the city of Bandung.

During the 30 day survey, it turned out that it was quite difficult to get respondents of hiking tourists who were hiking, so from the initial target of 100 questionnaires, only 27 tourists were found outside Bandung and 8 tourists outside Indonesia, because the other hiking tourists encountered were actually from the urban community Bandung. So that the initial target of 100 for respondents who were hiking only 35 questionnaires that had these characteristics, and managed to get 76 respondents who had been hiking in the Jayagiri route. Thus the questionnaire could be collected as many as 111 respondents with details of 95 domestic tourists and 16 foreign tourists.

##### **Characteristics of Hiking Tourist Respondents**

From the results of the distribution of the questionnaire, it appears that from 111 there were striking differences between male and female tourist respondents who had and were hiking in the Jayagiri Bandung route, with 80 male respondents (72%) and 31 women (28%). Based on age, most of them are dominated by age 21-35 years by 40.5% and 36-45 years by 34%. From the number that dominates, it can be seen that tourists who have been hiking in the Jayagiri trail are tourists of productive age. A total of 95 respondents from domestic tourists came from outside the city of Bandung, tourists who came to represent regions in Indonesia starting from Sumatra, Kalimantan, Sulawesi and various regions on the island of Java with most coming from the cities of Bandung and Jakarta. Based on the level of education dominated by tourists with a Bachelor's education level, tourists who work as private employees are also dominant with an income of more than Rp. 3,500,000 / month.

Regarding the potential for the development of hiking tourism in Bandung, especially the Jayagiri route, although in some countries, the hiking tourist market mostly revolves around the age group of 40s, as stated by Velo Quebec (2000) which mentions the characteristics of "middle-aged Caucasian, approaching or retirement, who is well educated and well paid. But some other opinions say hiking tourists do not form a group. They represent all age groups, and can even be done by families with children accompanying their parents. The characteristics of the hiking tourist market are in accordance with the characteristics of the foreign tourist respondents in the field survey. With a wide variety of age groups and travel partners, and have a good level of education.

In addition, with a good level of education from the majority of tourist respondents, it is expected that tourists can be smarter and understand the rules of travel well, one of which is environmental friendly

tourism. Correspondingly, the development of hiking tours, as one form of environmental friendly tourism, is expected to be an attractive tour option for tourists.

### **Tourist Travel Patterns**

From the results of respondents' answers, it can be analyzed that the main markets of Bandung tourist respondents are from the provinces of West Java and DKI Jakarta. These tourists visit Bandung on weekends. The coverage area of the origin of the tourist respondents will be wider if there is a long vacation or a long weekend. Tourists who have visited Bandung earlier not only came from the two provinces, many tourist respondents came from outside Java island which is quite far away like Sumatra, Bali, Kalimantan and so on. Even some respondents of foreign tourists were repeat tourists or had visited Bandung before. Like coming from Australia, China, America, the Netherlands and Japan. The extent of the tourist market shows that the popularity of the city of Bandung is very well known.

Of the total number of respondents, traveling with a dominant family was chosen by tourist respondents with a married status of 46% and traveling with a dominant friend of unmarried tourist respondents by 23%. In addition to family and friends, there are also tourists who come individually or even in groups with school friends or offices. The choice of diverse travel companions can also be a potential market for the development of hiking tours. The specific form of tour packages intended for families, groups or individuals with various types of tourist objects that can be visited, will be an alternative development of an attractive hiking tour. The majority of respondents, as many as 73 respondents (65%) of whom said the source of information about the Jayagiri hiking trail was obtained from family/friends. This can be used as input for managers and local governments to carry out promotions through a wider scope of media so as to attract tourists, especially foreign tourists.

### **Analysis of Tourist Satisfaction of Bandung Jaya Hiking Trail**

Based on the questionnaire that was collected, each attribute on the tourist satisfaction dimension can be seen in the following table:

Table 2. Average Rating of Tourist Satisfaction Based on Level of Satisfaction and Interest

No.	Attribute	Satisfaction Level (X)	Interests Level (Y)	GAP
1	Easy entrance access to the location of the hiking trail	2.7	3.1	-0.4
2	Beauty of the hiking trail environment	3.4	3.3	0.1
3	Cleanliness of hiking trails	3.1	3	0.1
4	Hiking Post	2.5	3.5	-1
5	Adequate Information Board	2	3.4	-1.4
6	Drinking water faucets	2.3	2.5	-0.2
7	A sense of secure when hiking	3.4	3.3	0.1
8	Affordable price of admission	3.4	3.4	0
9	Lighting	3.3	3.3	0
10	Food stall	2.4	3.5	-1.1
11	Hiking tool rentals	2.7	2.9	-0.2
12	Adequate camping ground	3	3	0

13	Availability of public toilets	2.3	3.5	-1.2
	Average	2.8	3.2	-0.4

Calculation of satisfaction score shows that the average score of satisfaction of all attributes is 2.8, while the average score of importance of all attributes is 3.2. The gap from the measurement results of satisfaction and importance is -0.40, it can be concluded that tourists are not satisfied with the Jayagiri hiking trail, which means that each attribute does not meet tourist expectations. From this data, further analysis is needed to determine the priority scale in the effort to improve each of the existing attributes, while the way to determine the priority scale of improvement is to use the Importance Performance Analysis (IPA) method. This section discusses the mapping of the value of Satisfaction (X) and Interest (Y), mapping is done to find out what tourists want and what aspects really need to be improved to meet the interests of tourists. The following is the distribution of tourist satisfaction and interests:

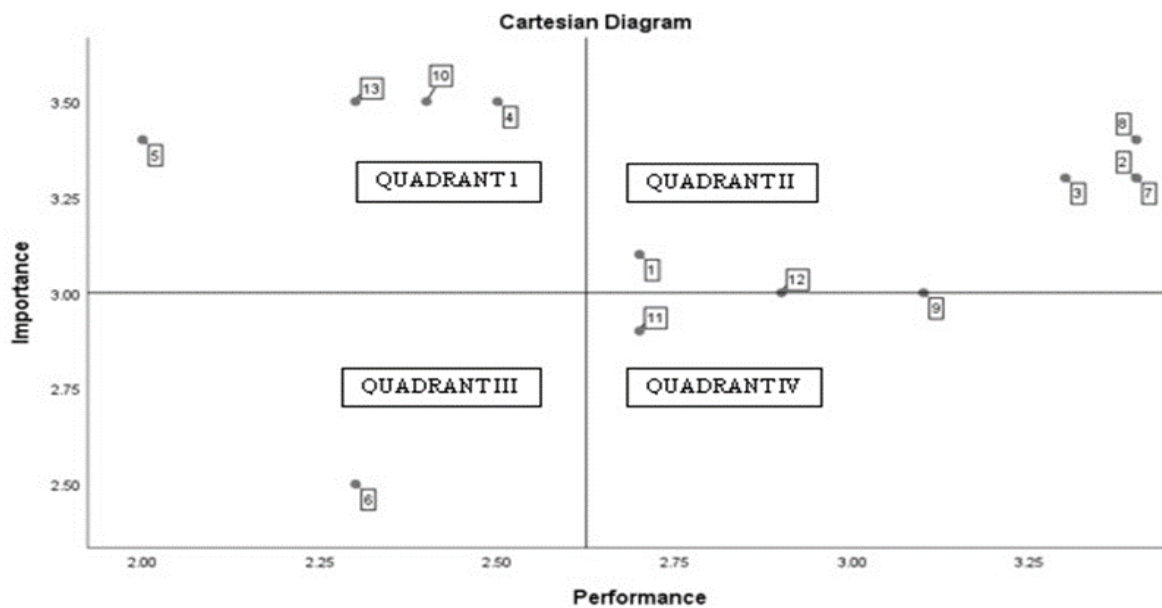


Figure 2: The Cartesian diagram measures tourist satisfaction toward the Bandung Jayagiri hiking trail

From this picture, it can be interpreted as follows:

1. QUADRANT 1 (Concentrate Here)

Shows the quality of service attributes that must require high priority improvement. The existence of this attribute is very important by tourists but it is not implemented well by the manager. The variables included in this quadrant are:

- (4) Hiking Post
- (5) Information boards such as an adequate emergency number
- (10) Food Stall
- (13) Availability of public toilets

Thus, these items become the priority scale of both the manager and the government to be improved because tourists consider the four items to be considered very important.

## 2. QUADRANT II (Keep Up the Good Work)

Shows the dimensions of service quality dimensions that must be maintained, because they are included in the superiority of the Hiking Jayagiri route.

- (1) Easy entrance access to the location of the hiking trail
- (2) The beauty of the Jayagiri hiking trail
- (3) Cleanliness along the Jayagiri lane
- (7) A sense of secure while hiking
- (8) Affordable admission
- (9) Lighting lamps
- (12) Provision of adequate camping ground

In this quadrant, there are items that are considered important and are expected to be a factor supporting tourist satisfaction so that managers are required to maintain it.

## 3. QUADRANT III Low Priority

Quadrant III shows factors that are considered less important by tourists, but must still be considered by the company for the perceived benefits. The existence of these attributes to get a rating is not too important to be improved as follows:

- (3) Drinking water faucets

Thus, the item is considered less important by tourists, but must still be considered by the manager of the perceived benefits, this is because tourists are doubtful that the drinking water provided is safe. Based on the results of the survey in the field, most of the hikers brought their own drinking water and some respondents even said that they carry a special filter device for drinking water.

## 4. QUADRANT IV Possibly Overkill

Indicates attributes that are considered less important by tourists, and can be reduced so that the company can save costs. The existence of these attributes to get a rating is not too important to improve are:

- (11) Rental of hiking equipment / Tour Guide Facilities

Thus, the item is considered not too important and not very expected by tourists because a large number of respondents said the Jayagiri Hiking trail is still classified as a short hiking trail so they usually carry personal hiking equipment.

## V. CONCLUSION

Based on the calculation results of tourist satisfaction scores that have been done, it can be seen three best items, namely: Access to the location of Jayagiri hiking entrance is easy, the beauty of the Jayagiri hiking trail is still maintained, the price of admission is affordable, and a sense of secure while hiking, because many tourists assume hiking tourism is adventure, so the more challenging the risk, often the higher the satisfaction of tourists. Based on the results of the survey, the characteristics of Jayagiri hiking tourists come from many different ages, education, occupations, residences and travel patterns, so they are input for the local government and Jayagiri Hiking trail managers to work together to create an interesting hiking tour atmosphere. In addition, to increase tourist satisfaction which ultimately creates repeaters tourists. Of course

this must be supported by promotional activities that are right on target. In the survey results, information about Jayagiri hiking trails was obtained by tourists through family / relatives / friends as much as 85%, so that in the future hiking tourism promotion could be further enhanced through various media, both so as to attract more tourists, especially foreign tourists. With the good management of the local government as well as the manager of the Jayagiri hiking trail and the integrated cooperation between related parties in the development of hiking tourism, is expected to be an important factor in the development of hiking tours in Bandung. With the Importance Performance Analysis (IPA) analysis, it can be seen that there are still 4 things that must be improved in the future so that they become input for managers and local governments in developing hiking tourism.

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