

THE DECISION OF VISITING AND TOURISTS BEHAVIOUR AFTER VISITING TANGGO RAJO TOURISM PLACE IN JAMBI CITY

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Abstract

The purpose of this study is to (1) know how much influence the product quality of tourism against the decision of visiting Tanggo Rajo tourism place in Jambi City, (2) Analyze how much influence the decision against tourists behavior after visiting Tanggo Rajo tourism place in Jambi City. In this study, the factors which are considered to affect the decision of visiting are tourist attractions, transportation, accommodation, supporting facilities and infrastructure. The population of this research is the community that resides in the town of Jambi. Unit sample 100 people representing various respondents among groups of people. Data analysis in this study using multiple linear regression techniques with test tool SPSS.

Keywords: tourist behaviour, quality tourism, visiting decision

Introduction

Tourism is one industry that is capable of accelerating economic growth and provider of employment, increasing income and standard of living as well as stimulate the other productive sectors. The development of tourism is also related to the preservation of the values and personality development of the nation's culture by making use of the entire potential and natural resources of the local area. According to Oka à Yoeti in Aisha Rambe (2012) tourism is a journey undertaken for a while, which was held from place to place with the intent not for doing business or making a living in a visit, but simply to enjoy the journey and recreation or to satisfy the desires of a diverse.

The city of Jambi is one of the areas in Jambi Province which has excellent tourism potential to be developed as an asset in the tourism sector. One of the tour which has great potential to be developed in Jambi City is a natural tourism of Batanghari river, known as Tanggo Rajo tourism place. Tanggo Rajo, an area that is often visited as a recreation venue, located right across from the Home Office of the Governor of Jambi, separated by Gajah Mada Street as a main street. In the centre of Tanggo Rajo there is a bridge specifically for pedestrians that connects the city of Jambi to Malay Arabic village where civilization began. The bridge is called Gentala Arrasy whis is become a symbol of Jambi city.

World Tourism is currently exposed to tourists who are knowledgeable and wants satisfaction after visiting a tourist spot. Tourist attractions are expected to present the best quality from the side that can make the community interest to visit the place again. Bodlender in Aisyah Rambe (2012) stated that the quality of the tourist product is the perception against the tourist attraction as well as expectations over the satisfaction and accumulated into a powerful force for encouraging the person to determine the choice of tourist destinations to be visited. If the quality of the tourist product is not good it will affect the satisfaction of visitors. The easily accesibility to Tanggo Rajo, the specifications of the different attractions with others competitor, the easily obtainable accomodation, adequate facilities and supporting infrastructure and fully equipped facilities to attract to the tourist are very important and it will be main supporting factor for tourist attraction.

Based on the background above, it can be concluded that:

1. Is there any influence of quality product against visiting decision of Tanggo Rajo in Jambi City?
2. Is there any influence of visiting decision against tourists behavior after visiting to Tanggo Rajo in Jambi City.

Literature Review

Tourism Concept and Tourist Attraction

Tourism is all activities related to tourism and is a multidimensional and multidisciplinary appears as a manifestation of the needs of each person and the state as well as the interaction between journalists and the local community, fellow travelers, government, local authorities and entrepreneurs (Government Regulation No. 50- 2011). According to the WTO in 2005, tourism can be defined as human activity that traveled to and lived in the area her everyday environment outside the goal.

According to Tjiptono (2006) the attractiveness of a product is anything that can be offered the merchant or seller of note, requested, sought, bought and consumed the market as the fulfillment of the needs or wishes of the markets concerned. A tourism have factors that can shape the attractiveness and can make the visitors of interest to visit a tourist spot. There are some factors that can shape an attractiveness to tourism spot (Pierce in Mulyono, 2005):

1. Tourist attractions, that is a major tourist attraction of tourism that affect the interest of visitors to enjoy it.
2. Transportation, that is achievement to places tourist destination, this relates to the ease of accessibility and levels of achievement.
3. Accommodation, that is supporting activities-which aims to meet the needs of tourists to get comfort and satisfaction.
4. Supporting facilities, including public facilities such as public telephones, small mosque/masjid, restrooms, and other facilities.
5. Infrastructure, such as clean water, lighting lamps, and others

Consumer Behavior

According to Kotler and Keller (2009) consumer behavior is the study of how individuals, groups and organizations are choosing, buying, using, and how the goods, services, ideas or experiences to satisfy their needs and desires. Marketers can understand in full the theory and reality of consumer behavior. Consumer purchase behavior is influenced by cultural factors, social and personal. Marketers who target the consumer based on the values of the trust when the product or service in accordance with the personality of the consumer, product can affect the personality and behavior of consumer purchases.

According to Kismono (2001) an organization must be able to understand consumer behavior in order to achieve the desired goals because consumer behavior is the activity of a person in buying and using products or services. Marketers understand consumer behavior can create an effective marketing strategy.

Visiting Decision

The culture is very determine of one's attitude in taking the decision of buying services or products desired (Kirana, 2010). According to Kotler and Keller (2009), the decision was also influenced by personal variables. These characteristics include aspects such as age, stage of life cycle, occupation, economic circumstances, income and lifestyle. Ages and stages of the life cycle, starting from infants, children, teens and up to old age. This factor can be differentiated into learning, perception, motivation, confidence and attitude. Perception is the process used by the individual to select, organize and interpret information inputs that aims to create a picture of the world that are considered to be meaningful.

Hypothesis

Based in review above then hypothesis will be tested in the research:

- a. There is a positive and significant influence of the quality of the tourist product simultaneously against the visiting decision to Tanggo Rajo in jambi City
- b. There is a positive and significant influence from the visisting against the tourists behavior to Tanggo Rajo in Jambi City.

Research Methods

Populations and Samples

The population of this research is the community that resides in the city of Jambi with specific criteria that can be used as research respondents. Determination of the number of samples using the sample Slovin formula and acquired research as many as 100. There are some criteria of characteristics of respondents determined researcher to fill questionnaire as follows:

- a. The Visitor of Tanggo Rajo
- b. More than 17 year old or already have the identity card

Research Methods

Using the method of disseminating a questionnaire to 100 respondents to get the data. The question presented is made with likert scale interval. Questionnaires in the form of a written list of questions and answers that have been prepared and arranged in a structured based on the concept of the quality of the tours, visit the decisions and behavior after visiting.

Results And Discussion

Descriptive Analysis

descriptive analysis is using to describe systematically and factual characteristics of the respondents of the study. Most women respondents found. Most of the respondents come from age range 21-30 years and status as the students with an average income less than Rp 1.5 million. The main reason for the tourist is to see Gentala Arrasy and the average frequency of visits less than 5 times.

Multikolinierity Test Result

Table 1. Multikolinierity Test Result

Model	Collinearity Statistic	
	Tolerance	VIF
X1	.505	1.979
X2	.403	2.482
X3	.335	2.983
X4	.322	3.107
X5	.416	2.405

The table above is the result of the Multikolinierity test where the value of the tolerance obtained > 0.1 or does not occur Multikolinieritas. For the VIF value of all variables is smaller than 10. Thus the equation of regression used as models do not have a problem in multikolinieritas.

Multiple Liniear Regression Test Result

Multiple regression test uses in calculation the impact contributions of imdependent variables (X) against deendent variables (Y) that can be seen in the following table:

Tabel 2. Persamaan Regresi

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error			
	(Constant)	-.428	.272		-1.571
X1	.161	.094	.136	1.704	.092
X2	.010	.094	.010	.111	.912
X3	.361	.099	.355	3.629	.000
X4	.151	.123	.122	1.227	.223
X5	.445	.110	.356	4.052	.000

Results Of Hypothesis Test

✓ F-test

Hypothesis test simultaneously aims to prove whether variables X1,X2, X3, X 4, and X5 effect on tourist visiting decision to Rajo Tanggo. The hypothesis test result is shown by the following table :

Tabel 3. Anova

Model	Sum of Square	Df	Mean Square	F	Sig
Regression	43.323	5	8.665	43.544	.000 ^a
Residual	18.704	94	.199		
Total	62.027	99			

Based on anova table above, it can be seen the value F count greater than the value obtained of F table 43.544 > 3.090 whereas significant value F (0.000) <0.05 . Simultaneously, tourist attractions, transportation, accommodation, infrastructure and facilities variable give significant effects of visiting decision to Tanggo Rajo.

✓ **t-Test**

t-test aims to prove significant influence among variables individually or partial. As for the level of significance of each independent variable exists on the level of $\alpha = 0.05$. This test can be seen in the following table:

Tabel 4. The Hypothesis Partially Test

Model	T	Sig.	Correlations		
			Zero-order	Partial	Part
(Constant)	-1.571	.120			
X1	1.704	.092	.624	.173	.097
X2	.111	.912	.595	.011	.006
X3	3.629	.000	.720	.351	.206
X4	1.227	.223	.722	.126	.069
X5	4.052	.000	.741	.386	.230

- Influence of tourist attractions (X 1) against visiting decision (Y)
Numbers of significance $0.05 > 0.092$ H0 accepted and H1 rejected, it means variable partially have no effect against the visiting decision. For tourist attractions value shows that t calculate is less than t table i.e. $1.704 < 1.985$ it means variable tourist attraction has no effect on the visisting decision. Further, the partial correlation number of tourist attraction is $(0,173)^2 = 0.0299$ or amounted to 2.9% this means that tourist attractions affected visiting decision amounted to 2.9%.
- Influence of transportation (X 2) against visiting decision(Y)
Number of significance from the table show $0.05 > 0.912$ H0 accepted and H1 rejected it means transportation does not have an effect on the visiting decision. The value t calculate $0.111 < 1.985$. this results suggested as partially transportation has no effect on the decision to visit. The partial correlation number of transportation is $(0,011)^2 = 0.000121$ or only influence of 0.01%.
- Influence of accommodation (X 3) against visiting decision (Y)
Number of significance $0.000 < 0.005$ that H0 is rejected and H1 accepted. It means accomodation significantly influence visiting decision. The value t calculate $> t$ tables namely $3.629 > 1.985$ means accomodation effect on the visiting decision partially. Furthermore, the partial correlation number is $(0,351)^2 = 0.1232$ or accomodation influence 12.3% against the visiting decision.
- Influence of Infrastructure (X 4) against visiting decision (Y)
Numbers of significance $0.05 > 0.223$ it can be concluded H0 accepted and H1 rejected. It means infrastructure partially does not have an effect on the visiting decision. For variable infrastructure value t calculate is less than the t table $1.227 < 1.985$ it results show that infrastructure has no effect on the making decision. The number of correlation is $(0,126)^2 = 0.0158$ or it means infrastructure influence visiting decisions amounted to 1.58%.
- Influence of Supporting Facilities (X 5) against visiting decision (Y)
Significance level is $0.000 < 0.005$ means H0 is rejected and H1 accepted. It can be concluded that supporting facilities significantly influence visiting decisions. T-calculate $> t$ table i.e. $4.052 > 1.985$ it suggested that supporting facilities effect partially on the visiting decision. The partial correlation $(0,386)^2 = 0.1489$ means the influence of the supporting facilities of visiting of is 14.8%.

Coefficient of Determination (R²)

The value of R² is used to know the contribution of the contribution of the variable (X) against variable (Y). Determination of the coefficient approaches 1 getting the perfect independent variables the dependent variable is able to explain. Next are shown on the following table:

Tabel 5. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.836 ^a	.698	.682	0,44607

Based on the table above, the ability of independent variables to explain dependent variable is 0.698 or 69,8 % while the rest amounted to 30,2% of described by other variable outside this research.

Discussion

This study analyzes the influence of the quality product of the tourism place against visiting decisions and tourist behaviour after visiting Tanggo Rajo in Jambi City. A tourism has factors that can shape the attractiveness visitors to visit a tourist spot. According to the results of the research from Wit and Moutinho in Ainul Fitroh dkk (2017) tourist attractions in tourist destinations is the primary motivation for tourists in deciding to visit some tourist place. From the results of research on tourist attractions in Tanggo Rajo has no effect against the visiting decision. In fact, the real attraction is only appearance at certain times as in the celebration of Indonesia's independence and anniversary celebration of Jambi city. Outside the schedule, interesting attractions are not shown there. That's the reason why enthusiastic of the tourist to come is quite low.

Furthermore, this research results also shown that a smooth transportation access has no effect against the visiting decision to visit. It means transportation access does not become tourist preference to come to that place. In line with research of Indrawati (2006) about the quality of the services provided by transportation officials have not had an influence on entertainment and also the satisfaction of tourists in Bali. This indicates event the accesable to Tanggo Rajo is very easily and smoothly, does not make the tourists decided to become a loyal visitor. Variable infrastructure is also known not to have an effect on the visiting decision. It means completeness infrastructure does not become a visitor attraction. Infrastructure that is in the sights of Tanggo Rajo not well-maintained so as not to give comfort for visitors. According to Braun (2004) the availability of facilities and infrastructure required by a tourist area of information and communication technology.

Based on the results of the study, accomodation variables is significantly influential of visiting decision. The appeal of culinary specialties affordable food and beverages such as roasted corn and ice sugar is very popular and become the main reasons for many people to come to Tanggo Rajo. Furthermore, variable supporting facilities is the most influence variabel on the visiting to Tanggo rajo. Supporting facilities such a clean rest room and adequate parking that can make tourist feel comfortable while some foto spot attract visitor to memorize beautiful view in Batanghari river.

Conclusion

Based on hypothesis test it indicates that all independent variables such as tourist attractions, transportation, accommodation, infrastructure and supporting facilities simultaneously have an effect on the visiting decision to visit Tanggo Rajo in Jambi City. Accommodation and supporting facilities are the variable that has significant influence against visiting decisions to Tanggo Rajo. The quality of the tourist influence on tourist behaviour after visiting such a visitor's decision to return to the sights of Tanggo Rajo and visitor eager to give positif information to others related to the quality of that tourism place.

Recommendation

This research can be a reference for the Government of Jambi City to develop a diverse tourist attractions so it will increase Tanggo Rajo's tourist attraction . Development also can be done by improving and enhancing the quality of infrastructures to support visitor convenience. Expected to the City Government who manage Tanggo Rajo in order to design a promotional strategy to increase the more intensive promotional activities. This step can encourage and shape the behavior of Tanggo Rajo visitor.

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