Motivation, Perception and Preference of Tourists on Mangrove Tourism Destinations in Sedari Village, Cibuaya District, Karawang Regency

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ABSTRACT

Karawang Regency has many tourist destinations and villages, one of which is Sedari Village, which has a natural potential to develop mangrove forests. Referring to Law No. 10 of 2009 concerning tourism development which must pay attention to the needs of tourists in the process of its implementation, it is necessary to conduct a study related to Motivation, Perceptions and Tourist Preferences to become a reference for the development of mangrove tourism in Sedari Village. This study uses a descriptive quantitative approach, data obtained through interviews and questionnaires. The data processing method uses validity test, reliability test and Importance Performance Analysis. The study results show four indicators of motivation that encourage tourists to visit the village mangrove tourism, then the average value of perception is 2.

Keywords: Motivation, Perception, Tourist Preference, Sedari Village, Mangrove

INTRODUCTION

The tourism sector is one of the largest sectors in Indonesia that drives the country's economy because it has several advantages, such as expanding employment opportunities and introducing local Indonesian culture to the world. The tourism sector made a direct contribution of 4.8% in 2019 to GDP. The increasing contribution of tourism to GDP is due to the increasing number of foreign tourists, domestic tourists and investment.

Tahun		Wisatawan		Jumlah
		Mancanegara	Domestik	
1	2012	1.905.378	42.758.063	44.663.441
2	2013	1.794.401	45.536.179	47.330.580
3	2014	1.962.639	47.992.088	49.954.727
4	2015	2.027.629	56.334.706	58.362.335
5	2016	4.428.094	58.728.666	63.156.760

Sumber: *Dinas Pariwisata dan Kebudayaan Provinsi Jawa Barat*

Figure 1 Number of International and Domestic Tourists in West Java Province

One of the known tourist destinations in Indonesia is West Java Province. Figure 1 shows the number of foreign and domestic tourists visiting West Java Province from 2012-2016. Karawang Regency is one of the tourist destinations in West Java Province. Karawang Regency has various tourism potentials such as beaches, rice fields, large rivers, and waterfalls. The development of the tourism sector in Karawang Regency carries the concept of a balanced interaction between nature, culture, and local communities or referred to as alternative tourism. One example of alternative tourism is village tourism (www.kemenparekraf.go.id).

Sedari Tourism Village is one of the Tourism Villages in the Karawang Regency. Sedari Village has an area of ± 3,700 hectares, with a coastal topography. Several tourist attractions spread across the six hamlets, including Tanjung Sedari Sea Coast tourism, the inscription commemorating the World Food Day, Makom Syech Kudus Janapura, and river and mangrove forest tours.

Law Number 10 of 2009 states that interrelated tourism development is realized through planning by taking into account the needs of tourists to travel. So that it can be interpreted that the implementation, development and improvement of tourism must be based on market demand, in this case, tourists. Therefore, to support the government's plan regarding the development of Sedari Village, especially the mangrove tourism destination of Sedari Village, a study of motivation,

2. Materials and Methods

Ecotourism is a type of nature tourism that is managed using a particular system, has a slight negative impact on nature, is not consumptive and leads to local life with the primary goal of education and experience related to nature (Fennel, 1999 in Arida, 2017:15), classified as small-scale, this type of tourism includes several cultural and rural-related activities (Wood, 2002 in Arida 2017:16) because ecotourism has a concept that is part of the development of the tourism sector in rural areas (Sharpley, 1997 in Chuang, 2010).

According to Law no. 10 of 2009 concerning tourism, tourists are people who carry out tourism activities, while tourism is travel activities carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited in a temporary period. Pendit (2006) Tourists can be further divided into (1) International tourists (international) are people who travel abroad. (2) National (Domestic) Tourists are Indonesian citizens who travel in Indonesian territory outside their residence.

The components of tourist destinations are the primary motivation for visitors to make tourist visits (Pendit, 2002 in Alvianna, 2020) by including elements such as (Baggio, 2008 in Alvianna, 2020): (1) attraction or attraction, such as beauty, uniqueness nature, culture and community activities, as well as the attractions provided. (2) accessibilities or facilities and infrastructure to reach tourist destinations such as road access, road convenience, and facilities that facilitate access. (3) amenities or facilities that can meet the needs of tourists such as accommodation, provision of food and drink, entertainment venues and shopping places (Andrianto & Sugiama, 2016 in Khotimah & Wilopo, 2017), to provide a sense of comfort to tourists (Nawangsari et al. ., 2018). (4) ancillary services,

Motivation encourages or moves people to behave in a certain way (Winardi, 2000 in Harsono, 2017). Suwena (2017) describes the driving factors for someone to travel: Escape, Relaxation, Play, Strengthening family bonds, Prestige, Social interaction, Educational opportunity, Self-fulfillment, Wish-fulfillment.

According to Kotler (1988) in Sayangbatti (2013), perception is a process that a person uses to select, organize, and interpret information input to create a picture of the world he has. In the formation of perceptions, there are three stages: (1) Selective Exposure, namely through various advertisements that will be filtered by individuals based on their interest in

something. (2) Selective Distortion, reflecting a person's ability to process information into personal understanding. (3) Selective memory or retention, a person will forget what they have learned but remember what supports their attitudes and beliefs.

Preference is part of the decision-making component of an individual (Porteus, 1977 in Koranti, 2017), namely the tendency to choose something that is preferred over others. Internal and external factors influence preferences in the individual as a manifestation of the attitude shown.

This study aimed to determine tourists' motivation, perceptions, and preferences towards the mangrove tourism destinations of Sedari Village.

The conceptual framework in this study can be seen in Figure 1.
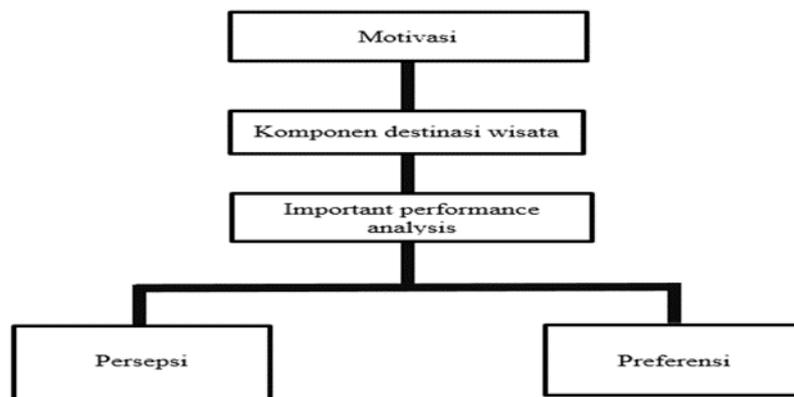
Figure 2. Research Framework

METHOD

This research was conducted from May to July 2021 at the mangrove tourism destination of Sedari Village, Cibuaya sub-district, Karawang Regency. The method used is a descriptive research method with a quantitative approach. The population in this study were tourists who had visited Sedari Village Mangrove Tourism, with a sample of 100 people. Sources of data come from primary data in the form of questionnaires and secondary data in the form of journals and books. The data is processed by validity test, reliability test, descriptive analysis, important performance analysis test, and GAP analysis.

RESULT and DISCUSSION

Demographic data from 100 respondents (100%) who have visited the mangrove tourism of Sedari Village are 55 people (55%) female and 45 people (45%), with the dominance of the age range 12-25 years as many as 72 people (72%), then 22 people (22%) aged 26-45 years, and six people (6%) aged 46-65 years. The most recent education of respondents is SMA/SMK as many as 58 people (58%), 30 people (30%) diplomacy or S1, ten people (10%) S2 or S3, and one person (1%) SD or SMP.

The occupations of the respondents are dominated by other than students, civil servants, and the private sector, namely 45 people (45%), followed by 35 people (35%) students, 17 people (17%) private employees, and three people (3%) being civil servants. Most of the respondents visited with friends, namely 44 people (44%), 31 people (31%) with family, nine people (9%) with a partner, eight people (8%) alone, four people (4%) with a group, and four people (4%) from institutions. With the frequency of visiting once as many as 73 people (73%), 22 people (22%) twice, and five people (5%) more than three times.

The motivation variable has 21 statements that get the r-count result (r-test) more significant than the r-table. So that all statements regarding motivational variables are declared valid. At the same time, the perception and preference variables with 36 statements, as many as five statements, are not valid. Then the five statements are not used in the next test, and the other 32 are declared valid.

Based on the reliability test results, it was found that the Cronbach Alpha value of the motivation variable was 0.869, the perception variable was 0.869, the preference variable was 0.986, which is greater than 0.60. so that all statements are declared reliable or trustworthy.

Table 1. Descriptive Analysis of Motivation Variables

Variable	Indicator	Score	Average
Escape	X1.1	402	4.02
	X1.2	404	4.04
	TOTAL	806	4.03
Relaxation	X1.3	414	4.14
	X1.4	411	4.11
	TOTAL	825	4.13
Play	X1.5	273	2.73
	X1.6	407	4.07
	TOTAL	680	3.40
Strengthening	X1.7	166	1.66
	X1.8	168	1.68
	TOTAL	334	1.67
Prestige	X1.9	145	1.45
	X1.10	145	1.45
	TOTAL	290	1.45
Social interaction	X1.11	220	2.20
	X1.12	209	2.09
	TOTAL	429	2.15
Romance	X1.13	166	1.66
	TOTAL	166	1.66
Educational opportunity	X1.14	261	2.61
	X1.15	208	2.08
	X1.16	226	2.26
	X1.17	224	2.24
	TOTAL	919	2.30
Self-fulfillment	X1.18	210	2.10
	X1.19	187	1.87
	TOTAL	397	1.99
Wish-fulfillment	X1.20	343	3.43
	X1.21	351	3.51
	TOTAL	694	3.47

Based on the results of processing an average of 10 motivation indicators, it can be concluded that only four indicators are the motivation of tourists to visit the village of Sedari mangrove tourism, namely escape with an average value of 4.03, which means that tourists

are interested in visiting because they want to escape from the environment that feels boring. Alternatively, boredom from daily work, then relaxation motivation with an average value of 4.13, which means tourists are interested in visiting because they want to refresh and calm themselves, then play motivation with an average of 3.40, which means tourists are

interested in visiting because they enjoy the excitement, and escape for a moment from various serious matters. The last is wish-fulfilment motivation with an average score of 3.47, which means tourists are interested in visiting village mangrove tourism because they want to realize a long-desired dream.
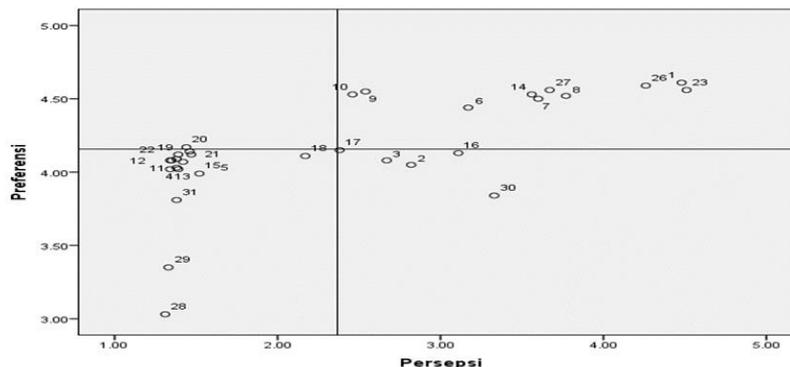

Figure 3. Important Performance Analysis Test

From the figure, it can be interpreted as follows:

A. Quadrant 1: Concentrate Here (Main Priority), this area shows the attributes considered very important by tourists but do not have good quality. The statement included in this quadrant is only one statement, namely (36). There is a terminal or shelter that supports accessibility. So these components become the significant priority scale for improvement by stakeholders.

B. Quadrant 2: Keep Up The Good Work shows that the attributes in this area are considered necessary by tourists, and the performance or service quality is excellent. Statements included in this quadrant are:

(1) There is mangrove tourism as a tourist attraction.

(6) The distance of mangrove tourism in Sedari Village from the centre of Karawang Regency is not far.

(7) The condition of the road to the village mangrove tourism is in excellent condition.

(8) There are no traffic barriers to the mangrove tourism of Sedari Village.

(9) There is a signpost for mangrove tourism in Sedari Village.

(10) The signboard can be seen very clearly.

(14) While on the mangrove tour of Sedari Village, the cellphone signal is excellent.

(23) There is a counter for visitors.

(26) There are restaurants or stalls in the mangrove tourism of Sedari Village.

(27) Food quality is varied and suitable for consumption.

(30) There is a restaurant/stall in the mangrove tourism of Sedari Village.

Thus, the performance of these items needs to be maintained by the manager.

C. Quadrant 3: Low Priority indicates that the importance and service quality is lower than the average value. Statements included in this quadrant are:

(4) There are souvenirs typical of Sedari Village.

(5) Souvenirs from Sedari Village are very varied.

(11) There is public transportation to the mangrove tourism of Sedari Village.

(12) The number of public transportation facilities is sufficient.

(13) There is more than one choice of public transportation to and from the mangrove tourism of Sedari Village.

(15) A counter sells telecommunications needs (for example, a pulse counter).

(18) The condition of the toilet is immaculate.

(19) There are security facilities (e.g. fire extinguishers).

(20) There are sufficient security posts and security guards.

(21) There is an information centre.

(22) Information centre is in excellent condition.

(24) There are facilities and infrastructure for worship.

(25) Facilities and infrastructure for worship are in excellent condition.

(28) There is an automatic teller machine (ATM) in the mangrove tourism of Sedari Village.

(29) There are public refuelling facilities in the mangrove tourism of Sedari Village.

Thus, the above items can be ignored or have a priority scale for future improvements.

D. Quadrant 4: Possible Overkill indicates that the attributes are less significant for tourists but have good quality. Statements included in this quadrant are:

(2) Supporting attractions (such as rides) are available

(3) Condition of supporting attraction is good

(16) The parking area is sufficient

(17) The number of toilets is sufficient

Thus, these items are made or carried out excessively; the company should first allocate its resources to the top priority.

	Attraction	Accessibility	Amenity	Ancillary sevice	Total
Kuadran 1	0	0	0	1	1
Kuadran 2	1	6	3	1	11
Kuadran 3	2	4	7	2	15
Kuadran 4	2	0	2	0	4

Figure 4. Accumulation of Important Performance Analysis

Based on Figure 4, it is known that from 31 statements, 1 statement includes quadrant I, 11 statements including quadrant II, 15 statements including quadrant III, and four statements including quadrant 4. Statements in quadrant I and quadrant III mean that tourists' perceptions of performance or the quality of these attributes are still poor or low so that as many as 16 components must be prioritized in the development of mangrove tourism destinations in Sedari Village.

Indikator	Persepsi	Preferensi	Gap
Attractions	2.55	4.16	-1.61
Accessibilities	2.47	4.32	-1.86
Amenities	2.39	4.23	-1.85
Ancillary services	1.84	3.51	-1.67
Rata-rata	2.31	4.06	-1.75

Figure 5. GAP Analysis of Tourist Perceptions and Preferences

Tourist perceptions of tourism, indicators of mangrove tourism destinations in Sedari Village 2.31 which is not good. With the highest value on the 2.55 indicator, namely attraction which means it is not good, and the lowest on the ancillary services indicator with an average value of 1.84 which means it is not good.

On the other hand, tourist preferences for these tourist destination indicators are pretty high, with an average of 4.06, which is essential. The highest value on the accessibilities indicator is 4.32, which means it is essential, and the lowest on the ancillary services indicator, which is 3.51, which means it is essential.

The GAP between perceptions and preferences of tourists is -1.75. The negative sign means that the preferences or expectations of tourists towards the indicators of mangrove tourism destinations in Sedari Village are higher than the perceptions or assessments of tourists on the quality and performance of the tourism destination components, which is 1.75. with the largest GAP in the accessibility indicator, which is worth -1.85, which means that the accessibility indicator is an essential indicator for tourists, and it is recommended to be used as a priority in its development or improvement.

Discussion

Based on the data processing results, four indicators motivate tourists to visit the village mangrove tourism. They are the first to escape because they want to feel a different atmosphere from where they live and free themselves from the daily routine. In the mangrove tourism of Sedari Village, tourists are presented with a different atmosphere from urban areas, namely the natural atmosphere full of mangrove plants. The second is relaxation, meaning they do not want to do strenuous activities and make their bodies tired because they want to relieve fatigue and just want to enjoy a new atmosphere by relaxing; village mangrove tourism is very suitable because of the quiet calm surrounding environment. In addition, tourists can also enjoy the natural scenery of the beautiful mangrove forest. In the third play, tourists who visit the village's mangrove tourism destinations with the

motivation to play usually visit with children who want to try supporting facilities such as game rides found in these tourist destinations. Furthermore, the last one is wish-fulfilment, which means visiting village mangrove tourism is something tourists have wanted for a long time.

The perception of mangrove tourism tourists towards mangrove tourism destinations in Sedari Village is still not good, with an average rating scale of 2.31. Based on the data processing results with Importance Performance Analysis, the quadrant that states the quality of the components of tourist destinations that are still lacking is found in quadrants 1 and 3. The Cartesian diagram shows. Quadrant 1: concentrate here (focus here) contains a statement from the Ancillary services indicator regarding the existence of a terminal or shelter. Sedari village mangrove tourism currently does not have a terminal or shelter because the destination can only be reached by private vehicles, and there is no public transportation to the village mangrove tourism. Furthermore, the components included in Quadrant III are 15 statements. Among them, on the attraction indicator, there are two statements which state about the souvenirs of the village of Sedari and variations of souvenirs. It is because the mangrove tourism destination of Sedari Village does not yet have a unique souvenir. Then on the accessibility indicator, there are four statements. Namely, there is public transportation, the amount of public transportation, the selection of public transportation and telecommunications needs. Infield conditions, there is no public transportation through Sedari Village. Tourists can only use private transportation if they want to visit the village of mangrove tourism, and there are no shops selling telecommunications needs such as credit sellers. Furthermore, there are 7 statements regarding the cleanliness of public toilets, security facilities, information centers, condition of information centers, worship facilities, and worship facilities in the amenity indicators. In order for tourism activities to run well, the needs of tourists need to be considered. There have been public toilets in village tourist destinations, but the numbers are insufficient,

and the conditions are quite clean. The mangrove tourism destination of Sedari Village does not yet have facilities for an information centre and infrastructure for places of worship and security facilities. Moreover, finally, on the ancillary services indicator, there are two statements related to refuelling stations and ATM machines. The real condition in the village since then is the unavailability of refuelling stations and ATM machines. So that the 15 statements can be improved again and made a priority, especially for indicators of accessibility and amenity. In order for tourism activities to run well, the needs of tourists need to be considered. There have been public toilets in village tourist destinations, but the numbers are insufficient, and the conditions are quite clean. The mangrove tourism destination of Sedari Village does not yet have facilities for an information centre and infrastructure for places of worship and security facilities. Furthermore, finally on the ancillary services indicator, there are two statements related to refuelling stations and ATM machines. The real condition in the village since then is the unavailability of refuelling stations and ATM machines. So that the 15 statements can be improved again and made a priority, especially for indicators of accessibility and amenity. In order for tourism activities to run well, the needs of tourists need to be considered. There have been public toilets in village tourist destinations, but the numbers are insufficient, and the conditions are quite clean. The mangrove tourism destination of Sedari Village does not yet have facilities for an information centre and infrastructure for places of worship and security facilities. Furthermore, finally on the ancillary services indicator, there are two statements related to refuelling stations and ATM machines. The real condition in the village since then is the unavailability of refuelling stations and ATM machines. So that the 15 statements can be improved again and made a priority, especially for indicators of accessibility and amenity. There have been public toilets in village tourist destinations, but the numbers are insufficient, and the conditions are quite clean. The mangrove tourism destination of Sedari Village does not yet have facilities for an

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Then based on the assessment of tourist preferences for village mangrove tourism

destinations, it is pretty high, with an average of 4.06. It means that tourists have high enough expectations for village mangrove tourism destinations to provide facilities that support and can meet the needs of tourists. Based on the results of the accumulation of perception and preference variables that show a GAP of -1.75, it can be seen that tourists have high expectations for the quality of the mangrove tourism destination component of Sedari Village, which is inversely proportional to the low perception of tourists after visiting the village because of the supporting facilities for tourism activities. Provided by tourism activists in the village are still lacking and have not been able to meet the needs of tourists.

CONCLUSION

So it can be concluded, of the ten motivational indicators, only four indicators most encourage tourists to visit the Sedari Village Mangrove Tourism Destination, namely escape, relaxation, play, and wish fulfilment.

Tourist perceptions of the mangrove tourism destinations of Sedari Village are still not good, with an average scale of 2.31. Based on the critical performance analysis test, it is known that statements in quadrants I and III or as many as 16 components of tourist destinations are still considered low performance and quality by tourists.

Tourist preferences for mangrove tourism destinations in Sedari Village are essential, with an average value of 4.02. Based on the GAP analysis, it is known that there is still a large GAP between the preferences or expectations of tourists and the perception or assessment of tourists on the components of destinations that are considered low. The largest GAP is on the accessibility indicator, which is -1.85, which means that the accessibility indicator is an important indicator, and it is recommended to be used as a priority in its development or improvement.

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