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# The Segmentation of Visitor Tanah Lot Tourism Attraction

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## Abstract

*Tanah Lot Tourism Attraction (TLTA) is located on the South Coast of Bali Island precisely in the area of Beraban Village, Kediri District, Tabanan Regency, Bali. This research is quantitative descriptive method which sample is chosen based on purposive sampling technique, foreign and also domestic tourists who visit at time total 337 respondents. The statistical analyzed indicated that the domestic visitor segment is higher than the foreign visitor segment, this also indicate that domestic visitor is a potential target market for the products produced by local entrepreneurs in TLTA. Survey based on demography variable shows that the number of female visitor are more compared to male, dominantly by age group from 21 to 30 years old and most of them are students, and respondents educational level visit to TLTA are dominantly bachelor graduates. The geography variable shows that tourists visit to TLTA dominantly by domestics, followed by South Korea, Australia, and other countries. The psychograph variable, shows that dominant tourist visit because sunset and the nature of beauty view offered by Tanah Lot and mostly are repeater guests, received information from many sources. Their visit duration mostly between one to two hours, mostly they visit by rented car in the afternoon for sunset and the total amount of money spent between fifty thousand to one hundred thousand Rupiah, also the total amount of money spent during their visit is dominantly between five hundred to one million Rupiah per day. Chi-Square Tests indicated that there is correlation between group age, tourist occupation, and education level toward the motivation of visit to TLTA.*

**Keywords:** *Tourism attraction, Visitor profile, Visitor motivation, Tanah Lot*

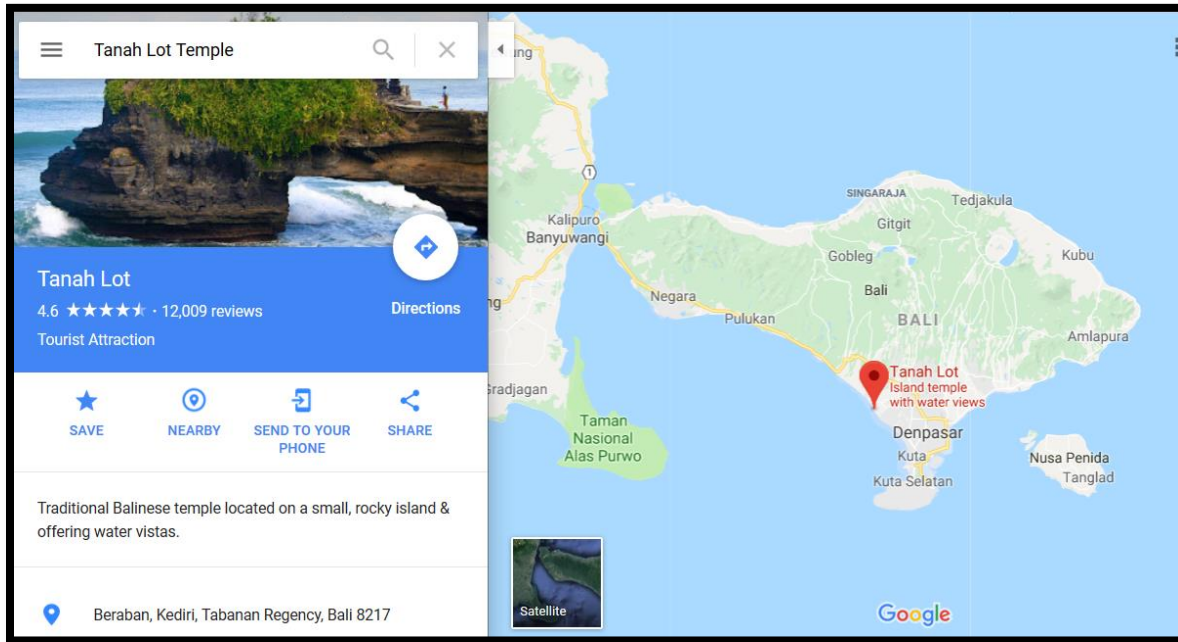
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## 1. Introduction

### 1.1 Short description of Tanah Lot

Tabanan has popular attractions and have been listed in Bali tourism attractions such as Tanah Lot Temple, Alas Kedaton Forest, Bedugul Resort, Beratan Lake and Bali Botanical Garden. The average arrival tourist is visited by more than 500,000 visitors each year. Hotel and lodging facilities are also quite developed at nearby these attractions. The existence of these attractions and supporting facilities affect the local revenue. Hotel, restaurant, entertainment, billboards, recreational and sports retribution fees account for more than 40 percent of Tabanan's total revenue since the last five years and show an ever-increasing growth (Disparda, 2017).

Pura Tanah Lot is located on the South Coast of Bali Island precisely in Beraban Village area, Kediri District, Tabanan Regency. The existence of Tanah Lot Temple was originally closely related to the Danghyang Nirartha or Danghyang Dwijendra trip on the island of Bali. Tanah Lot Temple was founded in the XV century AD by Danghyang Nirartha or known as Empu Bawu Rawuh originating from the Majapahit Kingdom on the island of Java. Currently, Tanah Lot Temple is the main attraction for Tanah Lot Tourism Attraction, besides that Tanah Lot has sunset attraction (SunSet), and the activity of religious ceremony on certain days (Utama & Mahadewi, 2013).



Source: (Google, 2018)

**Figure 1. Tanah Lot Tourism Attraction**

Since July 1, 2000, the management of Tanah Lot Tourism Attraction is handled by Desa Beratan (Traditional Village) by forming Tanah Lot Tourism Management Board (BPOWTL). The management of Tanah Lot Temple as a Heritage has undergone a change or commodification of meaningful function. Physically, the existence of Tanah Lot Temple as a tourist attraction has been able to move the physical development of the village of Beraban as a whole but the change of society behavior which is expected as conserver has become Consumer in this case, they manage Tanah Lot Temple as commodity attractions to gain the maximum economic benefits.

Tanah Lot Tourism Attraction (TLTA) has significant strength because it has the appeal of the never-ending natural resources of sunset sunset, the scenery of the waves are charming, and the activities of religious ceremonies that are loyal done by the people of Bali will continue until now. The other strengths, TLTA has fairly professional managers that are still able to contribute economically to the Village of Beraban and for the Government of Tabanan Regency. TLTA as a living Heritage also has the community as a supporter and conservation it who had been felt the positive impact of the existence of TLTA.

TLTA is the most popular among several tourism attractions owned by Tabanan regency. The popularity of Tanah Lot can be seen in Table 1 above which shows that visitors per year exceeds 2 million visitors. Actually opportunities with the popularity possessed by TLTA are the creation of new business related to tourism activities for Tabanan regency.

The possibility of creating a new business for the local people nearby the TLTA will be improved so that the contribution of it can be enjoyed by the wider community. Creation of new business related with tourism activities can be a culinary business derived from processed products made from agricultural materials. To get an idea of the possibility of creating a new business, the necessary research that is able to describe the visitor profile TLTA is needed.

### **1.2 Problem Statements**

Based on the background then the main problem is how he visitor profile TLTA and are there any relation of demography, geography and psychography factor to their purpose to visit Tanah lot with the following sub-issues: (1) How is the profile of respondent based on demography, geography, and psychograph variable?. (2) How is the correlation between variable of demography with tourist's visit motivation to visit TLTA? (3) How is the correlation between variable of geography with tourist's motivation to visit TLTA?. (4) How is the correlation between variable of psychograph with tourist's motivation to visit TLTA?

### **1.3 Research objectives**

Based on the issues that have been formulated, the general objectives of this study are as follows: (1) Determine the profile of respondent based on demography, geography, and psychograph variable. (2) Determine the correlation between variable of demography and tourist's visit motivation to visit TLTA. (3) Determine the correlation between variable of geography and tourist's motivation to visit TLTA. (4) Determine the correlation between variable of psychograph and tourist's motivation to visit TLTA.

## **2. Literature Review**

Market has been divided into segment, is called market segment. Market segment is a group of consumers that has the need of the same product and service (Bagyono, 2003). Also, market segment is big group that is identified in a market, where the identification process is generally done based on variable of geographic, demographic, psychographic, and consumer behavior (Kotler, 2005). Market segment is also a part of market in general. For each company, market in general is a person and or an organization that need their product and has the ability to purchase them. Market segment consist of potential customers that fit into the same criteria. Those criteria could be demographic, psychographic, and consumer behavior factor (Sutojo & Kleinsteuber, 2002).

Market segment is process where market divided into customers with same need and characteristics to respond on supply of product or service on specific strategic marketing program in the same way (Lawrence, 2000). However, (Kotler, Marketing Management,, 2003) gives boundaries on market segment as: "Market segmentation is sub diving if the market into distinct subsets of costumer, where any subject may conceivably be selected as a target market to

be reaches in a distinct marketing mix". He says, market segmentation is dividing market into group strictly and each of group is selected and stated as market target by using marketing mix strategy.

Market segment that is normally used by marketer is geographic segmentation: segmenting based on geography through dividing market based on place or area of a city, or country, where needs and wants variety based on their residential, therefore, a company will add local variety on their decision who operates a business within its geographical area.

Demographic segmentation: segmenting based on demographic variable which is the most basic on how to distinguish customer, it being said due to the needs, preference and customer usage rank often is correlated with demographic variable. Psychographic segmentation: segmenting based on dividing customers based on group profile, psychographic differentiate on each of them.

Social group mainly divided into income based (high income and low income), but lifestyle often used as their reason for choosing accommodation facilities that is fit unto their class or positions in charge. The lifestyle segment gives the opportunity to marketer to plan their target accurately and plan the expected facilities. This segment is divided into two types based on lifestyle and personality: Behavior segmentation is the segment that divide groups based on their knowledge, attitude on consume or respond to specific product (Utama, 2017).

Geographic variable is tourist identifications visit to TLTA based on geographic factors such as area variable of a country, shows the origin country of visitor. Demographic variable is based on demographic factors such as age, gender, number of family member and their marital status. Psychographic variable is based on psychographic variable such as motivation that motivates guests of doing transaction in a hotel.

Customer behavior variable is identification of tourist to visit TLTA based on their behavior to response on product offer by tourist destination, such as benefits variable they look for, describing reasons of customers chose the destination with its alternative, like location, facility, price, service or hospitality (Utama, 2017).

The above concept and theories are confirmed within this research to determine the market segment of TLTA visitors that is expected to give clear picture of potential small businesses created by local community to increase the contribution of TLTA to the local community economy development in Beraban Village, Kediri, Tabanan Regency, Bali.

### **3. Research Methods**

Research instrument in this study use questionnaire method. The given questionnaires questions asked by researchers to get answers related to visitor profile of TLTA. This research is quantitative descriptive research. The sample chosen based on purposive sampling technique specified carefully by researcher based on certain criteria. Criteria of respondents were determined by the purposive technique, foreign and domestic tourists who are in the area of Tanah Lot. The number of samples determined at least as many as 100 respondents. To answer the issues raised, the following analysis techniques are used:

The technique of frequency distribution analysis is used to determine the number and percentage of demography, geography, psychography and consumer behavior of the tourists who stay and use the hotel services, so that the result of each variable through the tables made based on the result of SPSS program (Parametric Statistic). After knowing the results of the frequency distribution, then it performs the technique of tabulation analysis (Utama & Mahadewi, 2012).

Cross tabulation Technique: If the above Frequency distribution only breaks through each variable separately then the cross tabulation will discuss two or more variables that have a descriptive relationship and then explained in detail so will obtain clearer picture of tourists characteristics who stay based on demography, geography, and psychography variables in relation with consumer behavior variables, which is the expected benefits (Utama, 2017).

Chi-square analysis technique: Chi-square analysis is used to know the significance or presence of relation between demography, geography and psychograph variable, with consumer behavior variable that is expected by the tourists who stay with descriptive analysis of chi-square statistic with confidence level 95 %, 5% error rate and degrees of freedom (df) from 1 to 30 (Utama & Mahadewi, 2012).

## **4. Results**

The research on market segmentation of TLTA was conducted at the beginning of September until the end of October 2017. The data was collected by field survey involving 10 field staff. Respondent's characteristic is seen from demography which consists of age, gender, marital status, occupation, income, family and education of respondent who visited TLTA. The results of the analysis that has been done with the help of computer program produce the overall picture of the tourists based on the demography will be described as follows:

### **4.1 Profile of Respondents Based on Demography Variables**

Profile of respondents (Table 1 in Appendix) seen from gender, more women than men in comparison (61.7%: 38.3%). This proportion can illustrate that the type of business that can be provided at TLTA is more related to the preference of female visitors compared of male visitors.

The age group of visitors who visit TLTA dominant age group from 21 years up to 30 years is 51.9%. The second group of 15 to 20 years is 24.3%. The third age group 31 to 40 year age group is 11.3%. The fourth age group 41 to 50 year age group, and the lowest group is the age group over 50 years. This proportion can illustrate that the type of business can be provided at TLTA is more related to visitor preference in the age group (21-30 years), and age group (15-20 years).

The occupation shows that visitors who visit TLTA is dominant student or equal to 54%. Visitors who work as employees in various fields, ranks second which is 24.6%. While visitors who work as entrepreneurs are only 7.4% and other occupation s is 13.6%. This profile illustrates that business opportunity or potential business that can be opened is a type of business more related to student's preferences. In addition to the segment of students, the employee segment is also quite important to be utilized as the target market of potential business products.

Respondent level of education who visits TLTA dominant is educated (including active students) bachelor degree, 59.9%. While the high school level is 40.1%. This profile indicates that the visitor segment of the student is higher than the high school visitor segment; this may indicate that a high-educated visitor is a potential target market for products may be produced by local entrepreneurs in TLTA.

#### **4.2 Characteristics of Respondents Based on Geography**

The respondent's profile shows that domestic tourists are 33.5% at most, then Australia is 13.1%, England is 12.1%. This profile indicates that the domestic visitor segment is higher than the foreign visitor segment, this also indicate that domestic visitor is a potential target market for the products produced by local entrepreneurs in TLTA.

#### **4.3 Characteristics of Respondents Based on Psychograph**

Profile of respondents seen from the purpose of visit to TLTA can be explained that tourist visit is dominant because of the natural beauty answered by 52.8%, and then to its cultural site by 16.6%, and Its beautiful are only 14.5%. If viewed from this profile, it looks a little contrary to the purpose of this study, which aims to see business opportunities that can be done by the local community, whereas the arrival of tourists mostly just to see nature of beauty of the TLTA.

Their opinion about TLTA can be explained that tourist visit is dominant because of Sunset is beautiful there by 47.5%, then to Its a sacred place by 21.1%, but nothing else to see next to Tanah Lot by 11.3%. If viewed from this profile, it looks a little contrary to the purpose of this study, which aims to see business opportunities nearby TLTA that can be done by the local community, whereas the arrival of tourists mostly just to Sunset is beautiful there of the TLTA and contrary with nothing else to see next to Tanah Lot.

#### **4.4 Characteristics of Respondents Based on Consumer Behavior**

Profile of respondents seen from the type of transportation used by respondents to visit TLTA is dominant by a rental car with a driver by 30.6%, then using a motorcycle by 29.1%. The rest are respondents who use motorcycles and rental cars driven by respondents themselves. This segment can illustrate that the parties who need to be cooperated with the Tanah Lot Tour Organizator is the car rental businesses, as they are the biggest market segment for TLTA.

The duration tourists spent in TLTA mostly one to two hours by 81%. Those who spent more than two hours were only 6.5%, and the rest just a stopover no more than 30 minutes by 12.5%. Their time visit to TLTA is mostly in the afternoon for sunset answered by 78%. Those who visit TLTA in midday are 17.2%. This condition can illustrate that TLTA that tour event should be in sunset tour package sold by the travel agents.

The amount of money spent during visit TLTA is dominant between 100 thousand to 200 thousand Rupiah by 54.6%. Second is they shop between 50 thousand to 100 thousand Rupiah by 37.7%. This profile shows that local entrepreneurs can package their products for between 50 thousand and 20 thousand Rupiah only. The amount of money spent each day, the dominant respondents shop less than 500 thousand Rupiah by 42.4%, and the second between 500 thousand to one million Rupiah by 37.4%, the third between one million up to 2 million of 17.8%, and shopping between two million to 3 million Rupiah only amounted to 1.9%. This

profile indicates that the visitor market segment of TLTA has purchasing power between IDR. 500,000 and IDR. 1,000,000.

#### **4.5 The Correlation between Demographic Variables with the Motivation of Visits to TLTA**

Here is described the correlation between demographic variables of respondents, in the case of tourists at the destination. Based on (Table 2 in Appendix) the proportion of respondents who visited the TLTA based on the gender variables indicated that, female (110 people) chose to visit TLTA because its nature of beauty, then followed by respondents who want to its beautiful (35 people). While the male respondents answer because of its nature of beauty (68 people) and its cultural site (26 people). It shows the correlation between the variables of tourists gender to the purpose of visit TLTA does not have a significant effect, where the chi-square test is at a significant level of  $0.149 > 0.05$  which means that the motivation to visit TLTA is not affected by their gender.

The age of tourists describes the level of maturity of a person who also affects the loyalty of a person to a product (Utama, 2017). Based on respondents' age to the benefits that they are looking for, answered by 107 respondents. The correlation between demographic variables with consumer behavior variables associated with the purpose of a visit to TLTA. Table 3 in appendix shows that most of the intention of visit to TLTA because of its natural beauty of 178 people, followed by respondents who want to know Its cultural site by 56 people, then want to know Its beautiful by total of five people. When grouped their choice based on the age of 99 respondents, aged 21 to 30 years tend to choose natural beauty factor as their main consideration of visit, whereas respondents with age group between 21 to 30 years also tend to choose natural beauty factor. The correlation between the variables of the tourist age group toward the purpose of visit to TLTA has significant affect, as evidenced by the chi-square test is at a significant level of  $0.000 < 0.05$  which means that the purpose of visit TLTA is influenced by their age group.

Their occupation reflects their socioeconomic status and their family, performing the type of work a person can be described how their social status in society, which also influence the selection type of products and services (Utama, Pemasaran Pariwisata, 2017). The results showed that visitors who are students, either highschool students or bachelor, also employees who visit TLTA is motivated by its natural beauty factor. The relationship between the variables of tourists occupation to the purpose of visit TLTA has a significant affect, as evidenced by the chi-square test is at a significant level of  $0.001 < 0.05$  which means that the motivation to visit TLTA is influenced by their type of occupation .

Respondents' education reveals the level of education being taken can illustrate how the level of education plays role in determining the choice of products and services desired (Utama, Pemasaran Pariwisata, 2017). The results of the study showed that the students who graduated from bachelor degree education are more dominant visit TLTA motivated by the factor of its natural beauty compared to those with high school education. The correlation between the variable of education level on the motivation to visit TLTA has significant effect, proved by the chi-square test is at the level of  $0.001 < 0.05$  meaning that the motivation to visit TLTA is influenced by their education level.



#### **4.6 The Correlation between Geographic Variables and Motivational Variables Visits TLTA**

The results of research related to the tourist's origin country indicate that they have different motivations to visit TLTA. Respondents from Indonesia, South Korea and the Australia are dominantly influenced by the natural beauty factor of TLTA. The correlation between the variables of tourist's country origin influences their motivation to visit Tanah Lot Tourism Attraction, as evidenced by the chi-square test is not at a significant level of  $0.450 > 0.05$  which means that, the motivation to visit Tanah Lot Attraction is not influenced by the origin country of tourists.

#### **4.7 Correlation between Variable of Psychograph and Consumer Behavior**

Each tourist is having different motivation of traveling; some want to spend their holiday, meeting, business, or other reasons (Utama, Pemasaran Pariwisata, 2017). The correlation between motivation of traveling and the benefits of choosing preference on spending at TLTA shows that female respondent spend more than male. The correlation between variable of gender does not effect the amount of money spent during their visit to TLTA, proved by *chi-square test* that is significant level  $0.755 > 0.05$  means that the amount of money spent during visit to Tanah Lot is not affected by gender.

The correlation between age group to the amount of money spent at TLTA shows that respondent's age group 21 to 30 years spend more at TLTA compared to the other groups. The correlation between variable of age group does not effect to the amount of money spent during their visit to TLTA, it proved through *chi-square test* has significant level  $0.000 < 0.05$ , means the amount of spent during visit to Tanah Lot are affected by the age differences.

The correlation between the tourist's origin countries to the total amount of money spent at TLTA shows that Indonesian respondents spend more money at TLTA compared to other tourist's origin country. The correlation between variable of Tourist's Origin Country (Table 29) does not effect the amount of money spent during their visit to TLTA, it proved by *chi-square test* significant level on  $0.331 > 0.05$ , means that the amount of money spent during their visit to TLTA does not affected by tourist's origin country.

The correlation between types of occupation to the amount of money spent at TLTA shows that students and workers spend more their money at Tanah Lot tourist destination compared to other occupation. The correlation between variable of occupation does not affect the amount of money spent during their visit to TLTA, it's proved by *chi-square test* significant level on  $0.023 < 0.05$ , means that the amount of money spent during their visit to TLTA are effected by their occupation.

The correlation between education levels to the amount of money spent at TLTA shows that respondents on bachelor level spend more compared to those high schools graduates. The correlation between variable of education level does effect the amount of money spent during visit to TLTA, it's proved by *chi-square test* significant level on  $0.004 < 0.05$ . Means that the amount of money spent at TLTA is affected by their education level.

## **5. Conclusion**

## 5.1 Conclusion

1) Respondent Profile based on variable for demography, geography, and psychograph.

Survey based on demography variable shows that the number of female visitor are more compared to male, dominantly by age group from 21 to 30 years old and most of them are students, and respondents educational level visit to TLTA are dominantly bachelor graduates. Survey based on geography variable shows that tourists visit to TLTA dominantly by domestics, followed by South Korea, Australia, and other countries. Survey on psychograph variable, shows that dominant tourist visit because sunset and the nature of beauty view offered by Tanah Lot and mostly are repeater guests, received information from many sources. Their visit duration mostly between one to two hours, mostly they visit by rented car in the afternoon for sunset and the total amount of money spent between fifty thousand to one hundred thousand Rupiah, also the total amount of money spent during their visit is dominantly between five hundred to one million Rupiah per day.

2) The correlation between demography variable with motivation of visit to TLTA

The correlation between variable of tourist's gender to the purposes of visit to TLTA does not affect significantly, it means that motivation of visiting Tanah Lot is not affected by gender. The correlation between the age group to the motivation of visiting TLTA has significant effect; it means that visit motivation is effected by the group age. The correlation between variable of occupation to the visit motivation to visit TLTA has significant effect, it means visit motivation is affected by their occupation. The correlation between visitor education levels to the visit motivation has significant effect; means motivation to visit is affected by the level of education.

3) The correlation between the variable of geography and motivation of visit to TLTA

The correlation between variable of tourist's origin country is not affect to their motivation of visit to TLTA, means that motivation of visit is not affected by the origin country of tourist.

4) The correlation between the variable of psychograph and consumer behavior at TLTA

The amount of money spent during visit to Tanah Lot is not affected by gender, the age differences, tourist's origin country, and their occupation. The amount of money spent during visit is only affected by their education level.

### 5.1 Suggestions and Recommendations

Through the respondents profile based on variable of demography, geography, and psychograph, the suggestions as follow: (1) Demography focus to promote TLTA based on demography variable may be directed to the segment of group age between 21 to 30 years old, students, and bachelor educational level. Based on variable geography, may be focused on domestic tourist, and followed by South Korea, Australian, and other nationalities. (2) Management focus for Management and preservation TLTA observed from psychograph variable may be directed to preserve the natural beauty, give services to repeater guests, provide as many as information resources, provide quick service menu between one to two hours of services, and produce packaged product with price range from fifty thousand Rupiah to one hundred thousand Rupiah. (3) Potential target focus for target market of TLTA, may be directed to the real affect segment, such as: age group, occupation, and education level. (4) Geography focus maybe better and effective promotional effort is catching the attention of domestic tourists, and for foreign tourist may be targeted more on South Korea and Australian. (5) Psychograph focus by packaged

product best distinguished based on gender product, especially focus more on female preferences. The age range between 21 years to 30 years old, domestic preference product especially for students market, and prioritize for tourist on bachelor education level.

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