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Tourists' Expectation and Perception Regarding Holiday in Jakarta, Indonesia

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Abstract:

International tourists' arrival in Jakarta is growing in the past few years. It is important to know tourists' expectation before visiting Jakarta and their experience afterwards. Hence, marketers can maintain the long term viability of Jakarta as a tourist destination. The aim of this research is to evaluate the successful promoting of Jakarta's image as a tourist destination through comparing the differences between expectation and experiences of tourists. It also examines the relationship between destination experiences towards revisit intention. Quantitative approach was employed to conduct the analysis through self-administrated questionnaire. Statistical analysis such as descriptive analysis, multiple linear regression and paired sample t-test were conducted. The results depicted the differences between expectation and experiences of tourists in Jakarta. Based on the findings, it is suggested aggressive and continuous efforts should be taken in Jakarta to create alluring destination experience.

Introduction

Tourism in Indonesia has been promoted throughout the decades. Through the tourism tagline 'Wonderful Indonesia', Indonesia focused on determining the positive image among international tourists. The importance of tourism industry can be seen from its large contribution in increasing Gross Domestic Product (GDP) in Indonesia. It becomes the 5th largest industry which contributes to national GDP after oil and gas, coal, palm and manufacturer rubber (Nirwandar 2013). According to United Nations World Tourism Organization (UNWTO) (2015), total contribution to GDP in 2014-2015 is increasing from IDR 946,087.0 bn (9.3% of GDP) to IDR 1,012,770.0 bn (9.5% of GDP) and still expected to grow in 2025. Indonesia is trying to be one of the foremost tourist destinations in the Asia Pacific region (Ministry of Tourism Indonesia 2014). Therefore serious attention should be given in studying the factors that affect international tourist arrivals in this country and the type of activities they participate in during their trip.

As the capital city of Indonesia, Jakarta also attempted to create positive image through the tourism tagline 'Enjoy Jakarta' since 2002 (Wonderful Indonesia 2016). The tagline would like to emphasize in several areas, which are: enjoy nightlife; enjoy shopping; enjoy cuisine; enjoy island and enjoy marine. Since Jakarta is famous as an industrial city and economy hub, the government decides to change the image of this city to something which can be an interesting destination for international tourists. Nowadays Jakarta is not only known for its historical sites, it is also well-known as a modern city with the majestic skyscraper buildings and shopping centers, and thus it becomes the destination for vacation for the international tourists.

The popularity of Jakarta as a destination is also followed by the new regulation in 2011 where most of inbound tourists in Indonesia should spend a minimum of 1 day before continuing their flight to other cities (Euromonitor 2012). It is also affected by the number of flight network available in Jakarta. As tourists' arrival at Jakarta increased (Euromonitor 2010), it proved that they are not only using Jakarta as a transit hub to other destinations. The increasing popularity of Jakarta for tourists provides an opportunity for the government and society to prepare the attributes that are able to increase tourists' satisfaction. Hence, when tourists fly back to their countries, they will have memorable experiences and a positive destination image towards Jakarta and would like to give recommendation to others to visit that destination.

The image of a destination plays a huge role in order to lead potential tourists into decision making. Previous study (Sonnleitner 2013) indicated that images affects the destination choices matter and it may influence potential tourists in travel-related decision making and choice which can be done through marketing activities. Destination image may give the picture of the whole situation at the destination and it gives tourist the expectation about what will they experience when they visit the destination. Meanwhile, poor destination image may diminish the attractiveness and performance of local economy in the long term (Avraham 2004). Since tourism services are intangible and tourists may have no or limited knowledge towards the destination, images becomes more important to assist them to choose a destination to visit (Tasci and Gartner 2007).

The successfulness of a brand image of a destination can be measured by knowing the expectation and experiences of tourists. Tourists' perceptions are important to successful destination marketing because they influence the choice of a destination, the consumptions of goods and services while on holiday there, and the decision to revisit. The majority of tourists have experiences with other destinations, and their perceptions are influenced by comparisons among facilities, attraction, and service standards (Kozak and Remmington 2000). One shortcoming of the expectation-perception model is that customers might update their expectations once they receive further information about the destination (Boulding *et al.* 1993). Expectations also can be influenced by advertising and other sales promotion methods (Cardozo 1965).

Since the expectations are created by the image of destination, the satisfaction may become the benchmark of the success of marketing tools and strategy and will be able to influence the destination options and future decision (Kozak and Remmington 2000). Mukhles (2013) found that tourists' satisfaction may be influenced by the quality of attributes that is being offered by the destination, and the good quality of attributes will have a positive impact to tourists satisfaction. Those mentioned studies have been proven that satisfaction may lead to intention to re-visit. Re-visit intention is an important indicator of costumer's satisfaction during their experience in the destination. It can be defined as a post evaluation behavior after tourists visit the destination and that they are willing to repeat the visit (Baker and Crompton 2000). Shirazi and Som (2010) stated that tourists have intention to re-visit when they feel satisfied with tourism attributes in the destination. Chen and Tsai (2007) also found that destination image and satisfaction become the most important attributes that may lead tourist to have re-visit intention. Hence, re-visit intention is important to determine tourists' satisfaction towards tourism attributes and measure the success of destination image through marketing and promotion strategy.

Although Jakarta has been conducting the tourism campaign to offer its positive image, there is still a lack of study which provides how clear the message is being received by the international tourists. The research also tempted to fill the gap between the message sent through the tourism campaign (which becomes the destination image and tourists' expectation) and the real situation at Jakarta which has been experienced by tourists towards their revisit intention. Their experience can also be used for future improvement in the destination and explain whether the destination's image (expectation) goes along with the tourists' experience. Since there is a lack of

studies regarding the image of Jakarta and knowledge about the revisit intention of tourists to Jakarta, the main objectives of this study is to compare the expectations and experiences of tourists and also to know about the tourists' revisit intention based on their experiences. The findings will provide information to tourism managers and destination marketers for strategic and operational planning.

1. Methodology

To know about the differences between tourists' expectation and experience and also to find out their intention to revisit Jakarta, a self-administrated questionnaire consisting of four sections was distributed randomly to tourists waiting for flights in Jakarta's international airport, or tourists at other popular tourist places around the city. The questionnaire was developed based on a review of literature of previous studies. Part 1 and part 2 measured the expectations and experiences of tourists about Jakarta as their holiday destination. 12 questions in these parts have been borrowed from other past studies (Hendijani 2015), (Kim, Goh, and Yuan 2010), (Park and Yoon 2009), (McKercher, Okumus and Okumus 2008). The measurement scale for these sections are 5-point Likert scale whereby 1 represented 'strongly disagree' to 5 which represented 'strongly agree'. Part 3 measured the tourists' overall satisfaction of their trip. Three questions of this segment were borrowed from previous literature (Hendijani 2015, Goeldner and Ritchie 2012, Poria, Biran and Reichel 2009). Section 4 consisted of participants' demographic attributes (nationality, gender, age, marital status, and education) and travel patterns (frequency of visit and mode of travel).

The sampling method used for this study was convenience sampling. Due to the time and budget constraint, the data collection was conducted for 2 months. The data collection was conducted from May to June 2016. After removing incomplete responses, 150 (88.23%) valid questionnaires were used in the subsequent analysis to examine the tourists' expectations, experiences, and their intention to revisit. Besides the usual descriptive analysis for means, standard deviation, and frequency, Multiple Linear regression (MLR) and paired sample t-test were also employed to determine the differences between tourists' expectation and perception and also to find out their intention to revisit Jakarta.

2. Results and discussion

The demographic characteristics of the respondents indicated that the number of females (57.3%) was higher than males (42.7%). The age of respondents was between 18 to 32 years old (Mean=25 years old) and it indicated the tourists who visited Jakarta were mostly young adults. The findings depicted inbound tourists mostly came from Asia N = 59 (39.3%). It may be caused by the geographic proximity and also because Jakarta is well known as a cheap destination choice among other Asian countries which offers variety of attractions and activities. The second most tourists arrival came from Europe (30.7%), followed by Oceania (17.3%) and America (12.7%).

The number of single tourists was higher (73.3%) compared with married ones (26.7%). In terms of education, most of the international tourists had university degree (48.7%), followed by diploma (39.3%) and high school (12%). Most of the respondents were first time visitors (65.3%) compared with repeat visitors (24%) and majority of them were backpackers (65.3%). Table one depicts the profile of respondents in detail.

Table 1. Profile of respondents

Categories		Frequency (%)
Gender	Male	64 (42.7%)
	Female	86 (57.3%)
Age	Min	18
	Max	32
	Mean	25
Continent	Asia	59 (39.3%)
	Europe	46 (30.7%)
	Oceania	26 (17.3%)
	America	19 (12.7%)
Marital Statues	Single	110 (73.3%)

Categories		Frequency (%)
	Married	36 (24%)
	Divorced	4 (2.7%)
Education	High School	18 (12%)
	Diploma	59 (39.3%)
	University	73 (48.7%)
Mode of Travel	Tour Group	52 (34.7%)
	Individual	98 (65.3%)
Freq. of Visits	First Time	114 (76%)
	Repeat Visitors	36 (24%)

Note: N(%); Age = years old.

Comparison between expectation and perception

The first and second part of the questionnaire proposed to find the differences between tourists' expectations and experiences of their trip to Jakarta. Paired sample t-test was conducted in order to comparison of expectation and perception of tourists. Results presented at Table 2.

Table 2. Comparison between tourists' expectations and experiences

Items		Mean	Sig.
Safety	Expectation	3.43	.125
	Experience	2.91	
Cleanliness	Expectation	3.33	.240
	Experience	2.67	
Friendliness	Expectation	3.65	**.042**
	Experience	3.93	
Transportation	Expectation	3.46	**.000**
	Experience	3.61	
Muslim City	Expectation	4.03	.164
	Experience	1.97	
English	Expectation	3.33	.296
	Experience	3.21	
Internet access	Expectation	3.53	.306
	Experience	3.56	
Beaches	Expectation	1.71	**.034**
	Experience	1.59	
Night life	Expectation	4.04	**.026**
	Experience	4.41	
Local food	Expectation	4.14	.188
	Experience	4.28	
Culture	Expectation	3.80	.913
	Experience	2.84	
Shopping	Expectation	4.16	**.027**
	Experience	4.35	

Table 2 shows that the attributes which had a significant difference were friendly, transportation, beaches, night life and shopping. Results indicated there is a significant difference between expectation and experiences of tourists regarding local people's friendliness (Sig.= .042). The mean of the expectation was 3.65 while the mean for experiences was increase to 3.93. It means that the tourists found out that the friendliness and hospitality of the local people was higher than their expectations. Expectation and experience towards transportation also had a significant difference (Sig. =.000), with the mean of expectation was 3.46 and the mean of experience was 3.61. It shows that the international tourists' experience towards the transportation was higher compared to their

expectation. They expected that Jakarta is lacking of transportation availability while during their trip they were experiencing the ease of having a variety of modern and traditional mode of transportation.

There was a significant difference between the expectations and experiences towards the night life activities at Jakarta (Sig. =.026), with the mean of expectation was 4.04 and the mean of experience was 4.41. It may be caused by the varieties of night clubs in Jakarta that are opened until dawn. Besides, due to the reputation of Indonesia as a Moslem country, they do not have any expectation about nightlife activities. There was also a significant difference between expectation and perception regarding shopping (Sig. =.027) in Jakarta. The mean of expectation of shopping was 4.16 while the mean for the experiences was 4.35. It can be figured that the tourists' experience towards the shopping was higher rather than their expectation due to the varieties of shopping centers at Jakarta with a good value of price and high frequency of promotion season such as year-end sale, summer sale and other different sales due to the frequency of Eids. Beaches expectation and experiences also had a significant difference (Sig. =.034). The mean for expectation towards beaches was 1.71, while the experience was 1.59. It can be concluded that the tourists were expecting to have good experiences on beaches. However, they did not have memorable experience. The experiences might not be satisfactory because there are not very clean beaches and not so much facilities for tourists along the beaches. Besides that, Jakarta is well known as a business city. Therefore, tourists do not expect Jakarta to have a variety of beaches for spending their leisure time.

The other seven variables (personal safety, cleanliness, reputation as Moslem city, ability of local people to speak English, Internet connection, variety of local foods, and cultural events) presented did not have significant differences.

Tourists' experience towards intention to revisit

Multiple Linear Regression was conducted to find out if there is any relationship between tourists' actual experience towards their intention to re-visit. Table 3 depicts the regression of tourists' experiences factors on their intention to revisit Jakarta.

Table 3. Multiple linear regression results

Regression Coefficient						
Dependent Variable	Independent variables	R (R²)	Unstandardized	Standardized	Sig.	t value
Intention to revisit	Safety	.57 (.33)	.470	.563	**.000**	3.598
	Clean		-.007	-.007	.923	-.096
	Friendly		.000	.000	.996	.005
	Transportation		-.052	-.078	.348	-.942
	Muslim city		.033	.034	.657	.445
	English		.119	.124	.125	1.545
	Internet		.069	.084	.305	1.029
	Beaches		.063	.057	.472	.720
	Night life		.126	.144	.063	1.874
	Food		.061	.065	.410	.826
	Culture		-.185	-.218	.157	-1.424
	Shopping		.156	.181	**.027**	2.243

The analysis of experiences on intention to revisit was significant ($F_{12, 137}$ = 5.766, ρ = .000). Experiences contributed approximately 33.6% (R^2 = .336) to tourists' intention to revisit. Results indicated safety (β =.563, ρ = .000) and shopping (β = .181, ρ = .027) were the only two significant factors affecting the intention to revisit of tourists.

If tourists feel safe in a destination they will probably visit that destination again. This finding is in line with the finding of previous study by Kurihara and Okamoto (2010) which mentioned importance of safety becomes the top priority for international tourists. Therefore, for promoting Jakarta as a destination for vacation should put more focus on the safety aspects of this city to attract tourists who are in the process of choosing a destination for their holiday. The findings of this study also suggested shopping was one of the factors which will motivate tourists to

revisit Jakarta again. Previous study by Rosenbaum and Spears (2009) indicated shopping is a core contributor to tourist satisfaction and contributes to the overall satisfaction experience with the destination. In contrast, limiting shopping opportunities in a tourist destination will decrease its attractiveness for tourists to stay longer (Sirakaya-Turk *et al.* 2015). Hence, the managers associated with shopping business in Jakarta and also government agencies need to dedicate more resources to increase the satisfaction and loyalty of visiting tourists. From a theoretical perspective previous studies have identified the importance of having loyal tourists towards a destination such as representing the desired market segment (Lau and McKercher 2004), a longer stay in tourism destination (Oppermann 2000), provide positive word-of-mouth which will leads to lower marketing cost (Senders *et al.* 2013) and intention to revisit (Yoon and Uysal 2005, Li and Patrick 2010). Since tourists mentioned they will revisit Jakarta because of their shopping experience, therefore marketers can use shopping as a key factor for promoting Jakarta when competing with neighboring countries for attracting tourists. The other nine variables in this study did not have a significant relationship towards the revisit intention. First, friendliness by local people at Jakarta, it had no effect on intention to revisit.

Conclusion

Tourism This study was undertaken in the rise of Jakarta as a tourists' destination for vacation. This research showed the differences of tourists' expectation and experience and also how experiences can lead to revisit intention to Jakarta. The importance of having information towards the relationship between tourists' experiences and revisit intention is essential to develop destination marketing strategy, increase the positive destination image (Lopes 2011), and increase the tourism attributes as well as increase tourists' revisit intention to Jakarta. Exceeding the tourists' expectation is also an essential part to increase the revisit intention. Hence, the findings of this study can also have knowledge suggestion for the current situation of Jakarta as a tourist destination by knowing the differences between tourists' expectations and experiences.

Findings show that the experiences are mostly higher rather than expectations except for enjoying the beaches at Jakarta. Low level of expectations shows that tourists were not having enough expectations and were not aware towards the offered activities and attractions which exist in Jakarta. If they set the expectation too low, it may satisfy revisit tourists but fail to attract new tourists and if they set the expectation too high, the tourists will be disappointed when experiencing the products and services during their trip. Therefore, the marketers in tourism industry should set the right level of expectations when promoting Jakarta for the tourists who decide to come to this destination.

Utilizing information from this research, tourism marketers and managers would be in better positions to effectively develop experience packages in order to satisfy the needs and wants of tourists to Jakarta. Thus, marketing efforts focusing on tourists to Jakarta should be based on the antecedents of safety of this city and the variety of shopping centers who like to travel for shopping purposes.f

In terms of practical implications, the findings of this study can be used by the Ministry of Tourism in Jakarta to maintain the positive experience and improve the negative experiences of tourists when visit Jakarta. Hence, it may increase the satisfaction during the experience as well as increase the revisit intention.

Marketers and advertisers can use the findings of this study to develop better marketing strategies and promote the travel attributes that has not been successfully promoted yet. For instance, this study found that the international tourists are not aware of the existence of nightlife activities and marine destinations near t Jakarta, hence, marketers and advertisers may communicate the information to the tourists and emphasizing on those activities. The findings of this study could also assist the tour operator to have better understanding on the factors that encourage tourists to re-visit Jakarta. Tour operator may provide packages that are more compatible with tourists' expectations.

In terms of theoretical point of view, the findings of this research will enrich the literature for studies related to the influence of experiences towards international tourists' intention to revisit Jakarta. The research also found that there are some differences between tourists' expectation and their real experiences. Hence, it will be beneficial as a foundation for future researchers to use the findings of this research when conducting similar studies.
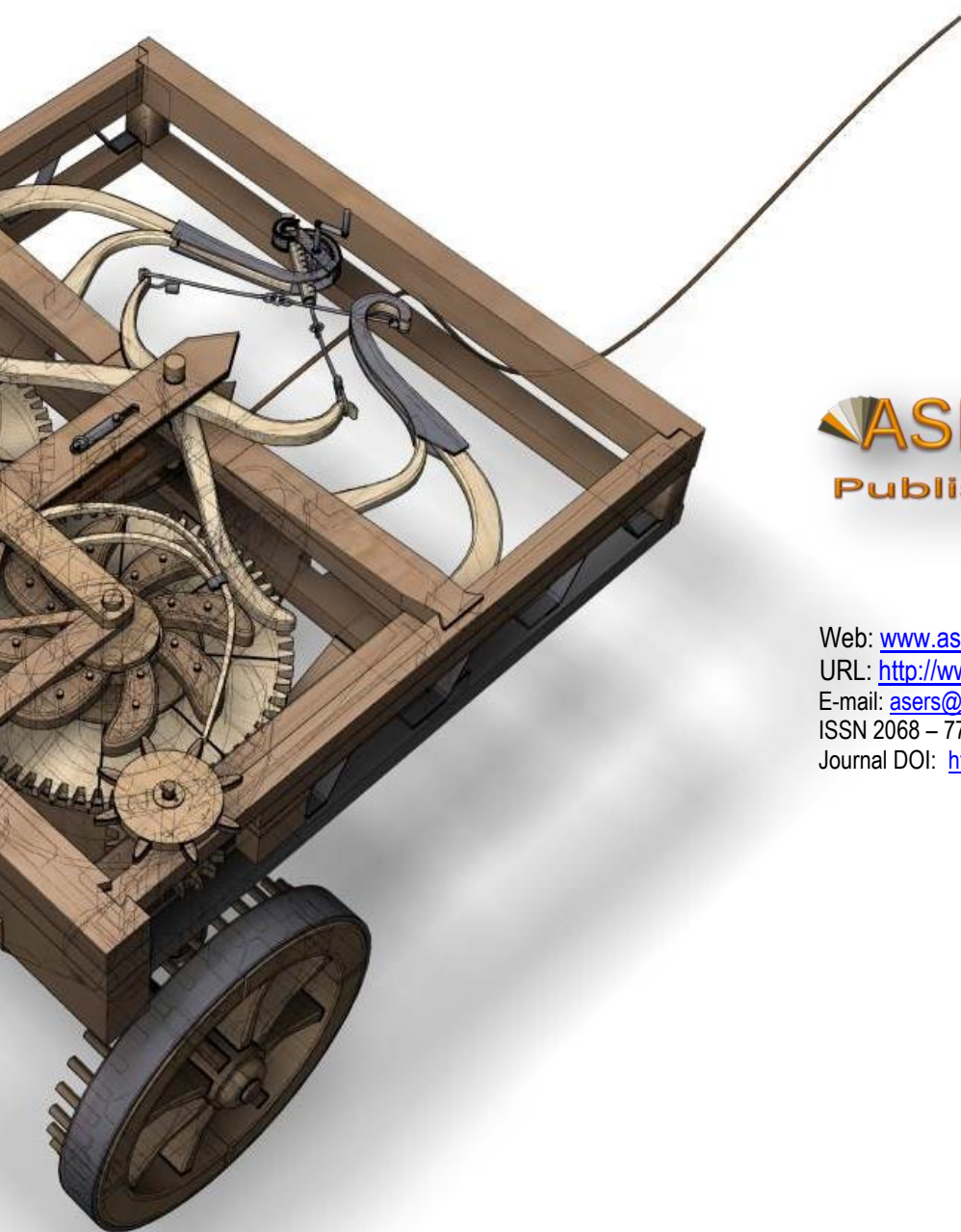
Limitations and future suggestions

However, the current study is not without limitation. Research was conducted in May which is not a holiday season for international tourists. It might be come into different findings if the research conducted at holiday seasons such as summer holiday, school holiday or winter holiday. The other limitation is also including the scope of the research. Respondents were surveyed in Jakarta. It is suggested if future studies compare the findings of this study with Bali which is the most popular touristic destination in Indonesia. This study conducted through quantitative approach. To have in-depth information, it is recommended future studies conduct qualitative approach through the interviews with the international tourists to get more varieties of feedbacks, comments, and also may added new variables towards the travel attributes...

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