

Perception Of Viking Orion Cruise Tourist On The Product Quality Of The Half day Nature, Tradition & Religion Tour Package at PT. Destination Asia

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ABSTRACT

Since long time ago cruise tourists have a great opportunity for travel agencies in Bali. One of the Travel Bureaus that has been operating since 2002, PT Destination Asia, is eyeing the cruise tourist market. Starting from selling services and services to selling tour package products, in this case one of the tour packages that attracts attention is the Half day Nature, Tradition & Religion Tour package product which is very often sold to cruise tourists on Viking Orion ships where this ship is the first to often use services and also buy tour package product at PT. Destination Asia. In selling quality tour package products requires things that must be considered, namely Core Product, Tangible Product and Augmented Product. The data obtained from this research are observation, interviews, questionnaires and literature studies. The data analysis techniques used are validity tests, reliability tests and descriptive statistics. The results of the research obtained are tourist perceptions of Core Product with an average of 4.53 which shows very good results, tourist perceptions of Tangible Product with an average of 4.56 which shows very good results and tourist perceptions of the augmented product dimension which is 4.57 with very good results, but what is very unfortunate is that the core product cannot pass the value of the average product.

1. INTRODUCTION

The tourism sector in Indonesia is one of the largest contributors to the country's foreign exchange where the tourism sector is very important sector in Indonesia in the income and improvement of the Indonesian economy, especially economy in the province in Bali. Since a long time ago with the continued variety of destination and tourists entering Bali, making most of the Balinese people rely heavily on their economy in the tourism sector which has developed on the island of Bali (Made et al., 2023). It is undeniable that Bali Province has received many awards for the beauty and uniqueness of its destinations. As one of example of the latest award received by Bali Province this year is the re-naming of Bali Island as one of the best tourist destinations in the world and at this award, Bali also received the title as "The Best Island" in the DestinAsia Reader's choice award 2024 (<https://kemenparekraf.go.id/>, accessed March 2024). With several awards obtained by the Province of Bali in the tourism sector, this also makes tourist who comes to Bali (Travel Choice Bali, 2023), both domestic and international tourist more confident and motivates tourist to visit Bali Island, supported by the rapid progress of Tourism in Bali and various types of transportation modes. Tourist who come to Bali can go through various access, such as Air Line (Air Plane), Land Line (Car) and Sea Line (Ferry, Cruise). This phenomenon is of course fully encouraged by the Regional Government by creating and opening several ports that can support the presence of tourists who use sea routes, especially for cruise tourist. One of the port in Bali that already has international standardization is Benoa Port. This port has a capacity of about 1,000 tourist perday, which is sufficient to accommodate tourist who come to Bali through the

Benoa Port route (<http://bisnisindonesia.id/article/>). The arrival of cruise tourists to Bali, especially at Benoa Harbor, has had a positive impact on hawkers until travel agent.

One of the travel agencies that look the cruise tourist market is PT. Destination Asia which is located at Jl. Bypass Ngurah Rai, Denpasar City. As a tourism business actor of PT Destination Asia, has a special division and has experience since 2012 in handling and selling tour package products to cruise tourists. The Cruise Department of PT Destination Asia an important role in handling the arrival of tourists and cruise ships coming to Bali. Based on the result of interviews conducted with the head of the cruise division of PT. Destination Asia, there are 3 rankings that have been categorized directly by the cruise division of PT. Destination Asia as the cruiseship that most often come to Benoa Port and most often buy tour package products offered by the cruise division of PT. Destination Asia from 2018 until 2023.

Table 1.1
Cruise ship ratings that most frequently use and purchase tour package products at PT. Destination Asia

TAHUN	VIKING ORION CRUISE	CARNIVAL AUS CRUISE	AZAMARA QUEST CRUISE
2018	1,719,000	1,401,000	758,000
2019	1,599,000	263,000	508,000
2020	-	-	-
2021	-	-	-
2022	1,403,000	508,000	160,000
2023	5,570,000	2,447,000	78,000
TOTAL	10,291,000	2,447,000	1,020,000

Source: Cruise Department PT. Destination Asia, 2024

Based on table 1.1, the Viking Orion Cruise Ship dominates in using services and also buying tour package products at PT. Destination Asia. After not making a cruise to Bali for 2 years because pandemic Covid-19, Viking Orion Cruise still occupies the first position as a cruise ship that uses services and buys tour package products at PT. Destination Asia. The tour package products offered and the total tour package products that have been sold to Viking Orion Cruise tourists from 2018 - 2023.

Table 1.2
Tour Package products offered and sold by PT Destination Asia to Viking Orion cruise travelers.

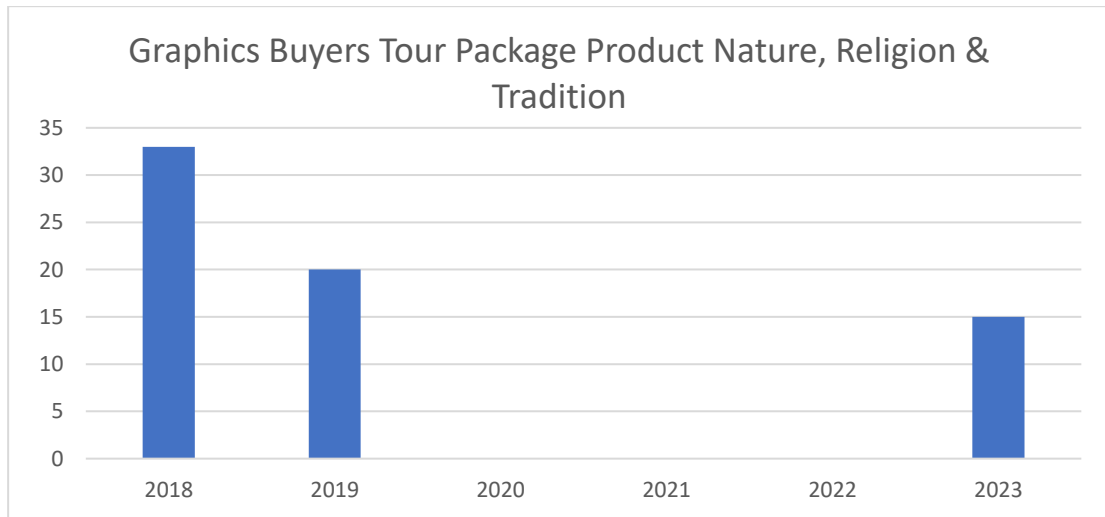
No	Name Product	2018	2019	2020	2021	2022	2023	Total
1.	Twilight Dinner & Traditional Dance	281	104	-	-	148	257	790
2.	GWK & Uluwatu Temple	40	71	-	-	10	102	223
3.	Market Visit & Balinese Hindu Temple	453	550	-	-	137	1,425	2,565
4.	Temple Wonders	41	82	-	-	15	85	223
5.	Ubud Discovery & Rice Terrace	37	77	-	-	27	76	217
6.	Kuta On Your Own	-	-	-	-	118	-	118
7.	Nature, Tradition & Religion	33	20	-	-	-	35	88

Source : Cruise Department PT. Destination Asia, 2024

This research takes the Viking Orion as a object because since 2018 until now the Viking Orion Cruise is still consistent in visiting the island of Bali using service and buying tour package product at PT. Destination Asia.

In this study, there is a discrepancy in the "Half day Nature, Tradition & Religion Tour" tour package product among other tour package products that have been sold to Viking Orion Cruise tourists. Interested people who buy this tour package, seen in table 1.2 of the "Kuta on Your Own"

tour package product which is only sold in 2022 can still beat the sale of the "Nature, Tradition & Religion" tour package product which, this tour package is always sold every year. Seeing this discrepancy, therefore the author decided to focus on the Half day "Nature, Tradition & Religion" Tour package product. This tour package offers tourist activities in the form of visiting three tourist destinations on a half-day tour, with the first itinerary visiting Duta Orchid Garden which offers tourists to see and feel the coolness of sharing plants and also beautiful and charming garden management, after that tourists will go directly to a place with a tradition that is very famous and has a high value located in Celuk Village, Gianyar Regency, the last destination is a place of worship for Hindus which has a thick historical value and also charming architecture located in Batuan Village, Gianyar.



Source: Data Processing, 2024

It can be seen that from 2018 - 2022 the Half day Nature, Tradition & Religion Tour package product has decreased significantly. In 2023, this tour package product has increased again but has not been able to pass the last sales in 2019 and even this tour package product has not increased from the "Kuta on Your Own" tour package product which was only sold in 2022. Because of this discrepancy, this study wants to further examine the Perceptions of Cruise Viking Orion Tourists on the Product Quality of the Half day Nature, Tradition & Religion Tour Package at PT Destination Asia.

2. METHODS

This study uses a quantitative approach method using techniques, namely descriptive statistics with primary data using questionnaires to Viking Orion cruise tourists who buy halfway nature, tradition & religion tour package products. The data analysis technique used in this study is the Simple Linear Regression Test which is expressed in the form of a straight line equation. Quantitative assessment using an interval scale by integrating 1(Poor)-5(Excellent) (Sugiyono,2018:11) in (Fatmawati & Lubis, 2020). Determination of the number of samples is determined using the formula (Hair et al, 2018). With a total sample used in this study of 70 cruise tourists. The comes about were analyzed using IBM SPSS 25 Program, with simple linear regressions test, validity test and reliability test (Miftahul Janna & Pembimbing, 2021)

Dimension	Indicator	Reference
Core Product	Transports	Safety & Comfortable transportation during the tour
	Attraction	Attraction offered the tour are interesting and satisfying
	Tourism Object	tourist object that has good view and worth it to visit
		Yoeti (Kotler 2006:60)

Tangible Product	Tour Program	The tour program followed has a variety of tourist activities and makes an unforgettable experience	
	Guide	Provides complete information and can liven up the atmosphere of the tour	
	Promotion Rate	The rate of tour package offered is worth it with the tour program provided	Yoeti (Kotler 2006:60)
	Insurance	All safety on the tour is covered by insurance	
	Complimentary	During the trip, complimentary is fulfilled	
	Amenities	The tour package is include amenities such as lunch and toilet during the tour	
Augmented Product	Trend	The tour package follow trends related to facilities and unique experience	
	Post Sale Service	Satisfied quality service	Yoeti (Kotler 2006:60)
	Hygiene & Sanitation	During the trip health & hygiene are guaranteed	
	Promotion	The loyalty program provided during the tour caught you attention	
	Publicity & Flexibility	Availability of additional options & flexibility in the itinerary are able fulfill your travel desires	

Source : Author, 2024

3. RESULTS AND DISCUSSIONS

Results

Table 1. CHARACTERISTIC OF RESPONDENTS

Nationality/Gender/Age		Frequency	Percentage
Nationality	USA	47	67,1%
	Canada	23	32,9%
TOTAL		70	100%
Gender	Male	42	41,4%
	Female	28	58,6%
TOTAL		70	100%
Age	>60 years old	43	61,4%
	41 - 60 years old	23	32,9%
	21 - 40 years old	4	5,7%
	TOTAL	70	100%

Hinge on table 1, most of the respondents to this investigation have a nationality is USA with an 47 tourist and a percentage 67,1%. For the gender male, with an 42 individuals and a percentage of 41,4%. Regarding age, >60 years old have the most respondents to this investigation, with an 43 people and a percentage of 61,4%. In this next table appears about of the legitimacy and unwavering quality tests of each pointer on the survey.

Table 2. VALIDITY TEST

No	Dimension	Indicator	Significant	Conclusion
1		X1	0,016	VALID

		X2	0,000	VALID
	Core Product	X3	0,000	VALID
		X4	0,000	VALID
		X5	0,001	VALID
2	Tangible Product	X6	0,001	VALID
		X7	0,011	VALID
		X8	0,000	VALID
		X9	0,016	VALID
		X10	0,001	VALID
3	Augmented Product	X11	0,001	VALID
		X12	0,012	VALID
		X13	0,001	VALID
		X14	0,006	VALID

Table 2 shows that all statement items are valid. All statement items from each indicator have a significance value that is smaller than 0,05. So all statement items on each independent and dependent variable are eligible for use in this study, so it can be concluded that the questions used are appropriate for measuring the variable studied.

Table 3. REABILITY TEST

No.	Variabel	Cronbach's Alpha	Keterangan
1.	Quality of Tour Package Products (X)	0,786	Reliabel

The results of the instrument reliability test in table 3 show that all variable statement have a Cronbach's alpha value greater than 0,60. It can be concluded that the research instrument is reliable, so that the questionnaire used if several times to measure the same object, will produce the same data.

Table 4. VIKING ORION CRUISE TOURIST OF CORE PRODUCT

No	Statement	Frequency of respondent answer					Total	Average	Criteria
		1	2	3	4	5			
1	<i>Transportation : Safety and Comfortable transportation during the tour</i>	0	0	2	8	60	330	4,71	Excellent
2	<i>Attraction : attraction offered during the tour are interesting and satisfying</i>	0	0	6	23	41	315	4,50	Excellent
3	<i>Tourism Object : tourist object that has good view and worth it to visit</i>	0	0	7	26	37	310	4,43	Excellent
4	<i>Tour Program: The tour program followed has a variety of tourist activities and makes an unforgettable experience</i>	0	0	9	26	35	406	4,37	Excellent

5	<i>Guide : Provides complete information and can liven up the atmosphere of the tour</i>	0	0	7	8	55	328	4,68	Excellent
AVERAGE								4,53	Excellent

it is shown that respondent's perceptions of the core product dimension with an average 4,53 which is means very satisfied of excellent by cruise tourist who buy this tour package product. The product quality of Half day Nature, Tradition & Religion Tour in core product dimension provides a very good perception to Viking Orion Cruise Tourist with the highest statement, namely transportation with an average value of 4,71, indicating that Viking Orion Cruise tourist that feel very comfortable and safe with the transportation provided, the indicator with the lowest value of 4,37 which means that tourist expectation of this tour package product are very high but in reality this product need to be modified.

Table 5. VIKING ORION CRUISE TOURIST OF TANGIBLE PRODUCT

No	Statement	Frequency of respondent answer					Total	Average	Criteria
		1	2	3	4	5			
1	<i>Promotion Rate: The rate of tour package offered is worth it with the tour program provided</i>	0	0	3	11	56	333	4,75	Excellent
2	<i>Insurance: All safety on the tour is covered by insurance</i>	0	0	1	3	66	345	4,92	Excellent
3	<i>Complimentary: During the trip, complimentary is fulfilled</i>	0	0	1	5	64	343	4,90	Excellent
4	<i>Amenities: The tour package is include amenities such us lunch & toilet during the tour</i>	0	6	24	12	28	272	3,88	Average
5	<i>Trend: tour package follow trends related to facilities and unique experience</i>	0	0	14	15	41	307	4,38	Excellent
AVERAGE								4,56	Excellent

Respondents' perceptions of the dimensions of tangible products are very satisfied or excellent with an average of 4.56. This shows that the perception of Viking Orion cruise tourists towards the tangible product dimension has a very good view with the highest value is insurance with a value of 4.92 Viking Orion Cruise tourists feel that insurance is guaranteed and Viking Orion Cruise tourists feel safe when taking a trip, the indicator with the lowest value is amenity with a value of 3.88 indicating that the facilities provided by each are less than satisfactory for cruise tourists.

Table 6. VIKING ORION CRUISE TOURIST OF AUGMENTED PRODUCT

No	Statement	Frequency of respondent answer					Total	Average	Criteria
		1	2	3	4	5			
1	<i>Post Sale Service Satisfied quality service</i>	0	0	1	7	62	341	4,87	Excellent
2	<i>Hygiene & Sanitation During the trip health and hygiene are guaranteed</i>	0	1	31	16	22	269	3,84	Average

	<i>Promotion</i>								
3	<i>The loyalty program provided during the tour caught your attention</i>	0	0	3	8	59	336	4,80	Excellent
	<i>Publicity & Flexibility Availability of additional options & flexibility in the itinerary are able fulfil your travel desires</i>								
4		0	0	4	7	59	335	4,78	Excellent
	AVERAGE							4,57	Excellent

Respondent perception of the dimensions augmented product have a excellent perception with an average value 4,57, this show that PT. Destination Asia has been able to provide excellent additional product on the Half day Nature, Tradition & Religion Product with highest indicator is Post Sale Service with an average 4,87 that show Viking Orion Cruise satisfied with a quality service when selling this tour package product, and the lowest indicator is Hygiene & Sanitation with an average 3,84 It is unfortunate that in some tourist attractions there is less attention to cleanliness and sanitation for cruise tourists.

Table 7. AVERAGE OF EACH DIMENSION

No	Dimension	Average	Category
1.	Core Product	4,53	Excellent
2.	Tangible Product	4,56	Excellent
3.	Augmented Product	4,57	Excellent
	AVERAGE	4,55	Excellent

In the Table 7 shows that the augmented product dimension has the highest average value of 4.57 which means excellent and the lowest average value is the core product with a value of 4.53 which means excellent, this proves that the components in the product quality of the half day nature, tradition & religion tour package have a very good value for the perception of cruise tourists Viking Orion.

Discussion

This research shows that the overall view of Viking Orion Cruise tourists is very satisfied or excellent, but the core product dimension which should be the basis for making or evaluating the product this tour package is selling actually has the lowest average compared to the other two dimensions, especially for the core product which is has the lowest value, namely the tour program, which should be a guideline for this tour, shows that the tour program does not match tourists' expectations of the tour program being run.

4. CONCLUSION

Although this entire research is the result of the perceptions of tourists on the Viking Orion PT cruise. Destination Asia regarding the quality of the Half day Nature, Tradition & Religion Tour package product, the results are very good, but it is very unfortunate that the core product which should be the main staple product of this tour package product has a lower average value than the augmented product (additional products). This is something that PT. Destination Asia needs to pay more attention and modification especially the cruise division sells this tour package product.

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