PENGARUH VARIABEL SOSIO-DEMOGRAFI PENGUNJUNG TERHADAP PREFERENSI ATRAKSI, AKTIVITAS, DAN AKOMODASI WISATA ALAM DI PROVINSI SUMATRA BARAT

Florenza Oktamidona King[1], Retno Nur Utami[2]

INTISARI

Provinsi Sumbar memiliki objek wisata dengan berbagai jenis atraksi, aktivitas, dan akomodasi wisata alam yang menjadikan pengunjung memiliki preferensi yang berbeda dalam memilih ketiga hal tersebut. Preferensi pengunjung yang berbeda dapat dipengaruhi oleh karakteristik sosio-demografi pengunjung. Penelitian ini bertujuan untuk mendeskripsikan karakteristik sosio-demografi pengunjung, preferensi pengunjung terhadap atraksi, aktivitas, dan akomodasi wisata alam, serta menganalisa pengaruh variabel karakteristik sosio-demografi pengunjung terhadap preferensi atraksi, aktivitas, dan akomodasi wisata alam di Provinsi Sumatra Barat.

Penelitian ini menggunakan teknik *simple random sampling* dengan instrumen penelitian berupa kuesioner. Data yang dikumpulkan terdiri dari karakteristik sosio-demografi pengunjung dan preferensi pengunjung terhadap atraksi, aktivitas, dan akomodasi wisata alam di Provinsi Sumbar secara *online* pada 23-29 September 2020. Analisis data dilakukan menggunakan metode deskriptif dan analisis regresi logistik multinomial.

Hasil penelitian menunjukkan bahwa pengunjung objek wisata alam di Provinsi Sumbar didominasi oleh pengunjung dengan rentang umur 15-24 tahun (69%), jenis kelamin perempuan (59%), tingkat pendidikan perguruan tinggi (73%), merupakan pelajar/mahasiswa (60%), dengan tingkat pendapatan <Rp.1.500.000/bulan (62%), dan belum/tidak menikah (75%). Preferensi pengunjung terhadap atraksi wisata alam tertinggi yaitu pantai (57%), preferensi tertinggi terhadap aktivitas wisata alam yaitu menikmati pemandangan dan keindahan alam (42%), serta preferensi tertinggi terhadap akomodasi wisata alam yaitu menginap di rumah saudara/teman (41%). Karakteristik sosio-demografi pekerjaan berpengaruh signifikan yang positif terhadap preferensi atraksi wisata alam. Karakteristik sosio-demografi jenis kelamin (berpengaruh signifikan negatif), pekerjaan, dan pendapatan berpengaruh signifikan yang positif terhadap aktivitas wisata alam, serta terhadap akomodasi wisata alam yaitu umur, tingkat pendidikan (berpengaruh signifikan negatif), pekerjaan, pendapatan, dan status perkawinan (berpengaruh signifikan yang positif). Dengan diketahuinya pasar potensial berdasarkan karakteristik sosio-demografi diatas, dapat dijadikan fokus untuk meningkatkan preferensi dan jumlah pengunjung yang akan berimplikasi pada pengelolaan objek wisata yang bersangkutan.

Kata kunci : karakteristik sosio-demografi, preferensi wisata alam, pengunjung, analisis regresi logistik multinomial, Provinsi Sumatera Barat.

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[1] Mahasiswa Fakultas Kehutanan UGM
[2] Staff Pengajar Fakultas Kehutanan UGM

THE INFLUENCE OF SOCIO-DEMOGRAPHIC VARIABLES OF VISITORS ON THE PREFERENCE OF ATTRACTIONS, ACTIVITIES, AND ACCOMODATION OF NATURAL TOURISM IN WEST SUMATRA PROVINCE

Florenza Oktamidona King[1], Retno Nur Utami[2]

ABSTRACT

West Sumatra Province has tourism object with various types of attractions, activities, and natural tourist accommodations that make visitors have different preferences. These different visitor preferences can be influenced by the socio-demographic characteristics of the visitor. Accordingly, this research aims to describe the socio-demographic characteristics of visitors, their preferences for attractions, activities, and accommodation of natural tourism as well as the influence of socio-demographic characteristics of visitors and their preferences for attractions, activities, and accommodation in West Sumatra Province.

Simple random sampling was applied to explore the social-demographic characteristics using questionnaire as a research instrument. The data collected consisted of socio-demographic characteristics of visitors, and visitors preferences for attractions, activities, and accommodation of natural tourism in West Sumatra Province by online on September 23 – 29, 2020. Data analysis is conducted using descriptive methods and multinomial logistic regression analysis.

The results of the study showed that visitors of natural attractions in West Sumatra Province were dominated by visitor with the age range of 15-24 (69%), female (59%), collage education level (73%), students (60%), with an income level <Rp.1,500,000/month, and unmarried (75%). The highest preference of attractions was beach, the highest preference of activities was enjoying the scenery, and the highest preference of accommodation was staying at a relative/friend's house. The socio-demographic characteristics of the work have a significant positive effect on the preferences for attractions of the natural tourism. Socio-demographic characteristics of gender (significantly negative effect), employment, and income have a significant positive effect on natural tourism activities, as well as on natural tourism accommodation, age, education level (significantly negative effect), employment, income, and marital status (positively significant effect). With the known potential market based on the socio-demographic characteristics above, it can be used as a focus to increase the preferences and number of visitors that will have implications on the management of the attraction in question. Occupations, level of income, range of age, and marital status known has significant positive effect on preferences of attractions, activities, and accommodation.

Keywords: socio-demographic characteristics, natural tourism preferences, visitors, multinomial logistic regression analysis, West Sumatra.

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[1] Student of Faculty of Forestry UGM
[2] Lecturer of Faculty of Forestry UGM