INTISARI

Penelitian ini dikategorikan ke dalam penelitian deskriptif mengenai segmentasi wisatawan. Penelitian ini bertujuan untuk mengetahui informasi lebih rinci tentang segmentasi wisatawan asing berdasarkan karakteristik geografis, demografis, psikografis, perilaku, saluran distribusi, tujuan perjalanan, dan produk terkait. Penelitian segmentasi wisatawan mancanegara dilakukan di Candi Prambanan Yogyakarta. Data penelitian ini dikumpulkan dengan menggunakan metode survei berupa kuesioner. Pengambilan sampel menggunakan teknik *purposive sampling* dengan jumlah sampel sebanyak 100 orang. Data yang terkumpul diolah menggunakan alat analisis distribusi frekuensi dan tabulasi silang.

Berdasarkan penelitian yang telah dilakukan, dapat disimpulkan bahwa wisatawan asing di Candi Prambanan sebagian besar berasal dari Eropa dengan persentase sebesar 60%. Segmen demografi wisatawan asing di Candi Prambanan sebagian besar adalah, wanita (58%), sarjana (66%), pegawai swasta (43%), berusia 26-35 tahun (48%). Berdasarkan segmen pasar psikografis, sebagian besar wisatawan asing tertarik pada wisata alam dan budaya (39%). Sebagian besar wisatawan asing di Candi Prambanan memiliki tujuan untuk berlibur (82%) selama berwisata ke Yogyakarta. Segmen saluran distribusi wisatawan asing di Candi Prambanan didistribusikan oleh wisatawan itu sendiri dengan persentase sebesar 76%. Segmen perilaku dapat dilihat melalui status penggunaan dan manfaat yang dicari. Sebagian besar wisatawan adalah pengunjung pertama (95%). Sebesar 67% wisatawan asing menginginkan pengalaman dengan mengunjungi Prambanan. Segmentasi berkaitan dengan produk yang paling dipilih oleh wisatawan asing di Candi Prambanan adalah: 1) Atraksi wisata Prambanan-Borobudur-Merapi (22%); 2) Akomodasi hostel (30%); 3) Masakan indonesia (80%); dan 4) Transportasi taksi (27%).

Kata kunci : segmentasi pasar, Candi Prambanan, wisatawan mancanegara

ABSTRACT

This research was categorized into descriptive research about tourist segmentation. This research is aimed at finding out the detailed information about foreign tourists segmentation based on geographic, demographic, psychographic, behavioral, channel of distribution, purpose of trip, and product related characteristic. Foreign tourist market segmentation research was conducted in Prambanan Temple Yogyakarta. The data of this research was collected by using questionnaire method. The sample was taken by using purposive sampling with a sample size of 100 respondents. The collected data was analyzed by using frequency distribution and cross tabulation.

Based on conducted research, it can be concluded that foreign tourists in Prambanan Temple mostly came from Europe with a percentage of 60%. Demographic segment of foreign tourist in Prambanan Temple mostly, women (58%), bachelor degree (66%), private employees (43%), aged 26-35 years (48%). Based on psychographic market segments, mostly foreign tourists interested in nature and culture tourism (39%). Most of the foreign tourists in Prambanan had a purpose for a vacation (82%) during a trip to Yogyakarta. Segment distribution channels foreigners in Prambanan were distributed by tourist itself with a percentage of 76%. Behavioral segment can be seen through their usage status and benefit sought. Most of the tourists are first visitors (95%). Sixty-seven percent of foreign tourists wanting to experience by visiting Pramabanan. The most chosen related product segmentation by those foreign tourists in Prambanan Temple are: 1) Tourist attractions Prambanan-Borobudur-Merapi (22%); 2) Hostel accommodation (30%); 3) Indonesian cuisine (80%); and 4) Transport taxi (27%).

Keyword : market segmentation, Prambanan Temple, foreign tourist