

The Comparison of Experience Quality between Domestic and Foreign Tourist: A Study on Sundanese Culture Performance in Bandung

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ABSTRACT

Nowadays, the tourism industry has grown so rapidly that it can become the driving force of a country's economy. For those many things that need to be improved in order to compete globally in the tourism context, one of them is to improve the experience quality of domestic and foreign tourists. Therefore, in this research, researcher want to know and examine in depth about the difference of experience quality between domestic and foreign tourists through its dimensions those are education, entertainment, peace of mind, and escapism. This study uses 359 tourists, who come to enjoy Sundanese cultural performance in Bandung as the object of research. The result of this study that is there are not differences in several dimensions of experience quality such as education, entertainment, and peace of mind. Meanwhile, the dimensions of escapism in the experience quality between foreign and domestic tourists is different.

Key Words

Tourism, experience quality, Sundanese, Cultural Performance, Bandung.

1. BACKGROUND

The tourism industry has grown very rapidly and became the largest industry in the world. In 2016, the World Tourism Organization indicates that international tourist arrivals will reach 1.235 million^[1]. In addition, the tourist arrivals in the world are predicted to reach 1.8 billion by 2030. The magnitude of the tourism industry contributions to the economy and employment in the world makes this industry very important for most countries^[2].

The tourism industry in Indonesia has been planned to be the first rank in the future as the contributor to the country's foreign exchange^[3]. However, when compared to other countries in ASEAN, tourist arrivals in Indonesia are ranked fourth after Thailand, Malaysia and Singapore. The ratings reflect that Indonesia has not shown a good performance when compared with its neighbours. Some improvements must be made to make Indonesia able to compete with neighbouring countries in attracting tourists to visit Indonesia.

Several developed countries have developed the tourism industry by improving the service and experience quality of tourists as well as increasing

new attractions and events^[4]. Giving visa-free visit to Indonesia for ASEAN countries makes Indonesia need to prepare and improve the service and experience quality of tourism to Indonesia^[5]. Improving the service and experience quality is very important because a good experience can make positive word-of-mouth of Indonesia tourism^[6, 7]. It is also supported by some literature that suggests that the good experience quality of tourism can increase future behavioural intentions of the tourist^[8, 9]. So it is important for the tourism industry to improve and maintain the experience quality of tourist both foreign and domestic tourists.

Angklung can provide an opportunity for Indonesia to introduce tourism through the cultural performances, especially Sundanese culture because Angklung is one of Indonesia's cultural heritage that became world heritage^[10]. This is supported by Agustina who stated the reason tourists to visit Indonesia is to see the diversity of cultures such as cultural heritage and artistic performances^[11, 12]. Through Bandung as one of the city to enjoy the Sundanese cultural performance which is the West Java capital city can be a destination of domestic and foreign tourists. This is supported by the visits of domestic and foreign

tourists to the city of Bandung continues to increase every year^[13].

However, the experience quality of each tourist's may vary from every country. This is due to the cultural differences of different countries^[9]. Another opinion also stated that the different experience quality of tourist caused by changes in the tourist mood's while visiting the tourism place^[14]. So the researcher needs to investigate in depth about the experience quality of tourist based on the origin of tourists, those are foreign and domestic tourists.

From the explanation of the paragraph above, we can see that tourism has become the big industry in the world and it can increase the number of tourist arrivals. However, Indonesia as a country that ranked fourth in the number of tourist arrivals need to make improvements in order to increase the number of tourist arrivals. One of the ways is to improve the experience quality of tourist, but the experience quality of the tourist can vary based on the origin of the region. So that the researcher interested to learn more about the experience quality of tourists, by comparing domestic and foreign tourists in the study on Sundanese cultural performances in Bandung. Thus, researchers will identify in depth about the experience quality and its dimensions.

2. LITERATURE REVIEW

This study aims to determine whether there is a difference in the experience quality between domestic and foreign tourists in the study on Sundanese culture performance in Bandung. Therefore, the researcher will explain about the experience quality and its dimensions obtained from the literature review as the basis of this research.

2.1 Experience Quality

Nowadays, business focus have changed from service quality to experience quality^[15]. In tourism context, experience quality refers to service performance at attribute level, while the experience quality refers to service psychological outcomes as the result from the participation of tourists in tourism activities^[16]. Also, another literature compares between service quality and experience quality, experience quality is subjective judgment while service quality is objective assessment^[17].

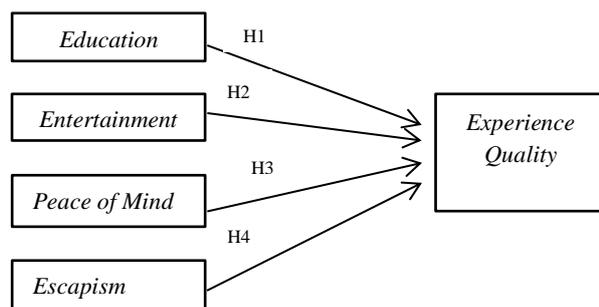
The experience quality of the consumer is an important thing to be considered by the company because the experience quality is defined as the psychological outcome obtained from the

participation of tourists in the activity of the tour^[17]. Other researchers explain that the experience quality is the cognitive and affective perception of the firm associated with their purchasing behaviour^[18]. Meanwhile, Cole and Scott explained that the experience quality is an outgrowth of the tourist experience that is the result of their visit to the sights^[8]. An important point of the experience quality is to create an extraordinary experience in consumer minds aimed to influence their emotions and behaviour in the future^[19]. Thus, it can be concluded that the experience quality is the result of cognitive and affective psychological assessment of service performance and aims to influence their emotions and behaviour in the future.

2.2 Dimension of Experience Quality

As the literature on the experience quality in the tourism context grows, the dimensions used grow to measure the experience quality. The first dimension is education. Education is a tourism activity that involves the mind, knowledge, and skills of tourists^[8]. Also, education can be categorized as an active activity of tourists where tourists can improve their skills or knowledge^[9]. The second dimension is entertainment. Entertainment is one of the oldest forms of dimension in the experience quality and this dimension is a dimension that has evolved but is able to penetrate the scope of business today^[20]. Entertainment in the context of tourism is a passive tourist activity such as reading, listening, and watching the show^[8, 9]. The third dimension is peace of mind. Peace of mind is the psychic and psychological need of tourists to peace and harmony^[17, 21]. Other literature also states that peace of mind is the second most important dimension after hedonism because peace of mind encompasses a sense of security, comfort and peace that can make tourists get the good experience quality of tourism^[22]. However, a tourist's peace of mind will be difficult to measure if there is a change in mood and also daily habits^[23]. The fourth dimension is escapism. In the tourism context, escapism is a tourist activity that makes them feel free or can escape from their routines^[9]. In addition, escapism can also be interpreted where tourists feel and imagine being someone different or out of their daily character^[20].

Based on the above explanation about experience quality and its dimensions, this is the research model and the hypothesis that formed.



Picture 1 Research Model

experience quality between foreign tourists and domestic tourists

H2: There is an average difference in entertainment of experience quality between foreign tourists and domestic tourists

H3: There is an average difference in peace of mind of experience quality between foreign tourists and domestic tourists

H4: There is an average difference in escapism of experience quality between foreign tourists and domestic tourists

2.4 Past Studies

To strengthen the basics of the research, the researchers conducted a literature review of the experience quality from several articles and journals.

Based on the research by Oh and Jeung^[9] about "Measuring Experience Economy Concepts: Tourism Applications" aims to examine the dimensions that can be used in experience economy such as education, aesthetics, entertainment, escapism, arousal, memory, overall quality and customer satisfaction. This study was conducted to visitors of B&B facilities in the Central West, USA. The method used is self-administrated questionnaires distributed during spring (3 months). This research managed to get 419 respondents with sampling technique that is convenience sampling. The results of this study show that to examine the experience economy there are several dimensions that can be used in addition to the dimensions expressed by Pine and Gilmore^[20] in the concept of tourism, experience economy can have the addition of dimensions or adjustment of arousal and memory dimensions that have a strong dominance. In addition, memory has a strong relationship toward overall quality and customer satisfaction. Furthermore, another study of "The Construct and Measurement of Peace of Mind" conducted by Lee, Lin, Huang, and Fredrickson, examines the concept of peace of mind in depth^[9]. This study aims to

investigate deeply about peace of mind by combining three studies: developing a scale of peace of mind, establishing validity as a measure of affective well-being, and finding that people who come from China get higher rates of peace of mind than people who come from western culture. The results of this study indicate that peace of mind has good validity and reliability and can measure affective well-being. Moreover, cross-cultural validity also found that Taiwanese got a bigger figure in peace of mind than Europeans and Americans, it could prove a good validity construct on the peace of mind.

In addition, research conducted by Altunel & Erkut on 'Cultural tourism in Istanbul: The mediation effect of tourist experience and satisfaction on the relationship between involvement and recommendation intention'^[24]. This study aims to determine the causal effects of several variables, involvement, experience quality, satisfaction, and recommendation intentions. Experience quality in this research is built from three dimensions of learning, enjoyment and escape. The survey used in this study was a self-administrated questionnaire with a sample of tourists visiting the Sultanahmet area in Istanbul. Distribution of questionnaires conducted from May to June with sampling technique that is convenience sampling because of the limitation of human resources and time. The questionnaire was distributed as many as 300 questionnaires but there were only 255 questionnaires that could be processed for further analysis. The results obtained from this study are involvement has a significant effect on the experience quality, satisfaction and recommendation intentions. Also, the experience quality has a significant influence on satisfaction and recommendation intentions, also satisfaction has a significant influence on the recommendation intentions. In addition, the most significant influence is given by the experience quality towards satisfaction.

3. METHODOLOGY

The research design is the overall blueprint of the study to answer research questions or to test the research hypothesis^[25, 26]. Research design in this research using quantitative research approach, it means researchers distributing questionnaires to tourists who enjoy the Sundanese cultural performance in Bandung^[27]. Based on the research objectives, this research includes descriptive research which means this research will test the current situation picture^[25].

Sample is the proportion or miniature version of the larger population that will be the object to be

investigated^[28]. Whereas, sampling is a technique used to select the population or sample to be studied^[29]. Samples to be used in this study are foreign and domestic tourists who come to enjoy Sundanese cultural performances in Bandung. Researchers will use non-probability sampling with convenience sampling technique for this research, which means the researcher are distributing questionnaires to foreign and domestic tourists who are at the venue and have enjoyed Sundanese cultural performances in Bandung^[29]. The researcher gained 359 respondents by distributing questionnaires directly for 3 weeks in Saung Angklung Udjo. In addition, the researcher uses the likert scale to facilitate the respondent when answering the question with five scales. For answering the purpose of this research, the researcher used the independent sample t-test to determine the difference in the experience quality between foreign and domestic tourists in the study on Sundanese cultural performances in Bandung. If the significant (2-tailed) value is more than the cut-off value (0.5), then there is no average difference between the variables^[30]. Also, it can be measured by t-value, if t-value > t-table (1,966) so that there is an average difference between the variables.

4. DATA ANALYSIS & DISCUSS

Here is the result of data analysis based on the demographic characteristics of tourists.

Table 1 Tourist Profile

Variable	N	Percentage
Gender	Male	165 25,96%
	Female	194 54,04%
Age	18-25 years	116 32,58%
	26-30 years	34 9,47%
	31-35 years	59 16,43%
	36-40 years	49 13,65%
	>40 years	101 28,13%
Income per month	<180 USD	74 20,61%
	180-282 USD	106 14,76%
	283-923 USD	65 16,99%
	>923 USD	114 47,63%
Place of Origin	Bandung	41 11,42%
	West Java	54 15,04%
	Another Province	132 36,76%
	Abroad	132 36,76%
Visiting Experience	First Time	296 82,45%
	Repeat Visiting	63 17,55%
	Travel Agent	70 19,50%
Knowing The Information	Website	30 8,35%
	Social Media	26 7,24%
Tourist	Family/Friends	180 50,14%
	Others	53 14,76%
	Domestic	225 62,67%
	Foreign	134 37,33%

Before performing further data analysis, the researcher tested the validity and reliability of the variables to prove that the variables were able to answer the research objectives. Validity test is a test used to find out how valid the question/statement contained in the questionnaire. In addition, this test is conducted to measure whether the questions/statements that exist in the research questionnaire can measure the dimensions and variables in this study. In the validity test, the researcher uses SPSS (Statistical Package for the Social Science) and analysis factor to measure the validity of each dimension and variable. A variable can be stated valid with the requirements of factor loading values on component matrix > 0.4^[31]. If all indicators fulfil these requirements, then all factors can be stated valid^[25]. Validity test in this study aims to measure the questions/statements in experience quality by using factor analysis. The result of validity test shows that all indicators in education, entertainment, peace of mind, and escapism dimension can be stated valid because loading value > 0.5.

Furthermore, researcher performs the reliability test by using Cronbach 'α. This method is very often used to measure the reliability of the dimensions to be tested. Based on the reliability test obtained that all the variables studied can be stated reliable, it is indicated by the reliability value (cronbach 'α) more than cut-off value (0.7) ^[32]. So, it can be concluded that overall dimension is *reliable*.

Based on table 1 about the demographic characteristics of the tourist, it can be seen that in this research, the researcher gets 359 tourists with the percentage of 54.04% women and 45.96% of men. Meanwhile, for the age that dominates in this study are 18-25 years (32.58%) and > 40 years (28.13%). Income per month is dominated by > 923 USD (47.63%) and <180 USD (20.61%). Place of origin are dominated by outside the province of West Java and abroad with the same percentage of 36.76%. Tourists who come also tend to be the first time to visit the place of Sundanese cultural performance in Bandung provided by the percentage of 82.45%. The tourist dominated knowing information about the place of Sundanese cultural performances from family/friends (50.14%) and travel agents (19.50%). In addition, the tourists who researcher get in this research dominated by domestic tourists of 62.67% and foreign tourists by 37.33%.

4.1 Data Analysis

Table 2 The Result of Independent Sample T-test

Experience Quality	Tourist	T-value	Sig (2-tailed)
Education	Domestic	0,300	0,764
	Foreign		
Entertainment	Domestic	0,052	0,959
	Foreign		
Peace of Mind	Domestic	0,430	0,668
	Foreign		
Escapism	Domestic	3,085	0,002
	Foreign		

The table above shows the results of the independent sample t-test the experience quality that includes education, entertainment, peace of mind, and escapism between foreign and domestic tourists. First, the significance (2-tailed) education value of experience quality between foreign tourists and domestic tourists is $0.764 > 0.05$ and t-value not exceed t-table ($0,300 < 1,966$) then H1 is rejected or it can be stated that education in the experience quality between foreign tourists and domestic tourists does not have an average difference. Secondly, the 2-tailed entertainment value in experience quality between foreign tourists and domestic tourists is $0.959 > 0.05$ and t value is $0,052 < 1,966$ (t table), so it can be stated that H2 is rejected or entertainment in the quality of experience between foreign tourists and domestic tourists does not have an average difference. Third, the peace of mind in the experience quality between foreign tourists and domestic tourists alike with the result of H1 and H2 or H3 is rejected, as evidenced by the significance of the 2-tailed peace of mind is $0.668 > 0.05$ and t value is $0,430 < 1,966$ (t-table). Fourth, escapism in the experience quality between foreign tourists and domestic tourists has an average difference or H4 accepted, this can be proven by the value of signification (2-tailed) escapism is $0.002 < 0.05$, al so the t value exceed the t-table ($3,085 > 1,966$). Moreover, the difference of escapism in the quality of the experience of foreign tourists with domestic tourists can be proved by different mean values between foreign tourists and domestic tourists, the mean escapism in the experience quality of foreign tourist is higher than that of domestic tourists.

4.2 The differences of experience quality between domestic and foreign tourist

The education dimension in the experience quality between foreign and domestic tourists is same that caused by the dominance of respondents in this study dominated by foreign and domestic tourists who come from outside West Java Province so that not many of them are new to know about Sundanese cultural performances^[33]. Because of

education is a tourist activity in knowing new things and learning new things^[9]. In addition, in the Sundanese cultural performances some performances use the standard Sundanese language so that many new sentences are not known. In the Sundanese cultural performance in Bandung also provides the same opportunity for domestic and foreign tourists to learn how to play Sundanese musical instruments^[34]. Thus, it can be concluded clearly that these things led to the same education in the experience quality of domestic and foreign tourists.

In addition, the similarity in entertainment of experience quality caused by passive activities such as reading, seeing and listening is one of the main activities in Sundanese cultural performances^[8, 9]. Another thing that makes entertainment in the experience quality of the tourists is same because there is no differences between every tourist while enjoying the Sundanese cultural performances^[12]. This is a positive thing because Sundanese cultural performances can create the same experience quality, which means that if the Sundanese Culture provides a good quality of experience in entertainment, it can have an effect on good behavioural interest from foreign tourists as well as domestic tourists^[17, 19].

Furthermore, there is same experience quality between foreign and domestic tourists in peace of mind. This is contrary with the study that suggests cultural differences can cause different peace-of-minds that each tourist has for every tourist^[14]. Differences in peace of mind can also be caused by changes in tourist mood's or the daily routines of tourists who vary from country to country^[11, 23]. However, in this case the researcher found the absence of a difference of peace of mind between foreign and domestic tourists is cause by the sense of harmony, peace and security that are owned by foreign and domestic tourists are the same. This can be a great opportunity given that peace of mind is the second most important indicator of experience quality^[9].

In addition, the difference of escapism between foreign and domestic tourists is caused by free-flowing escapism and can forget the daily routine and also imagine being a different person is a different experience quality possessed by foreign as well as domestic tourists^[19]. For foreign tourists who come to Bandung for holiday with friends while the majority of domestic tourists who come to Bandung is an activity of office visits or campus visits. So it affects the escapism of foreign tourists and domestic tourists to be different. In addition,

the number of domestic tourists who visit through travel agents to make activities undertaken by tourists more limited and not fully feels the freedom in the routine because the schedule has been structured by travel agents. However, many foreign tourists who come to Indonesia by traveling so that the schedule they get can be more lax compared with domestic tourists.

5. CONCLUSION

The experience quality of Sundanese cultural performance in Bandung between foreign and domestic tourist is not different in education, entertainment, and peace of mind. The similarities in education are caused by foreign and domestic tourists who learn new things from Sundanese cultural performances such as playing Sundanese musical instruments or learning new cultures. Furthermore, the experience quality, that occurs in the entertainment caused by passive activities of both domestic and foreign tourists who both enjoy Sundanese cultural performances. In addition, the similarities in peace of mind are caused by foreign tourists and domestic tourists who can feel peaceful, harmony, and safe while enjoying Sundanese cultural performances. Meanwhile, the differences that occur in escapism caused by the destination of domestic and foreign tourists are different so that the feel free from the daily routines will be different.

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