



## ABSTRACT

### *The Analysis of Consumer Perception and Preference about Seribu Islands National Park*

*Seribu Islands is an area that having ecotourism potential, with a conservation zone namely Seribu Islands National Park (TNKpS). The successful of ecotourism development in TNKpS depends on management strategic of institutions that were involved, one the ways by understand about consumer perception and preference. The aims of this study was to analyze demography and psychography characteristics of ecotourist; to analyze attribute that worth considered by ecotourist; to analyze consumer perception and preference; and also to recommend an appropriate marketing strategy for TNKpS.*

*The study was done in Seribu Islands from April to June 2009. The analysis of this research used cross sectional study, surveys, interviews, and questionnaires, which involve 100 respondents. The tools of analysis were used namely Cluster analysis, Cochran analysis, Biplot analysis, and Conjoint analysis. Results of this analysis were used as a basic variable for identifying the status of the research object. In general, the characteristic of respondents are male which attain the age of 21-30 years old, background of education is undergraduate, majority as a student/undergraduate student, with monthly income for about 1-3 million rupiahs.*

*According to psychography, the consumers of TNKpS are segmented to adventurer (30 %), tourist (43 %), and nature lovers (27 %). Cochran analysis shows that the attributes which describe TNKpS are accommodation ( $X_4$ ), natural resources richness and its ecosystem ( $X_5$ ), natural panoramic ( $X_7$ ), and biodiversity richness ( $X_6$ ). According to Biplot analysis, cluster 1 is about adventurer's attributes which count in doing a trip to TNKpS. Those attributes are ( $X_{13}$ ) services had already based on their expectation, ( $X_{20}$ ) good security guarantees for consumer private belonging, beside that they had positive perception to ( $X_{16}$ ) tourist guide in those TNKpS area, ( $X_{21}$ ) a good attention of management and tourist's guide about consumer;s complains, and ( $X_{19}$ ) management and tourist's guide able to understand and care about consumer's necessity based on existing rules. According to cluster 2 which conducted to tourists itself, the attributes which count on doing a trip to TNKpS are ( $X_4$ ) the availability of tourist's villas and hotels, beside that they had a positive perception about ( $X_{18}$ ) management and tourist's guide has acted very communicative in serving customer, ( $X_6$ ) the availability of proffessional tourist's guides, and ( $X_{14}$ ) management and tourist's guides took the mistakes and critics seriously so they won't do the same mistakes. In other hand, according cluster 3 which is TNKpS's nature lovers had a contrary condition about its attributes. The respondents had negative perception on ( $X_{19}$ ) management and tourist's guide didn't able to understand and care about consumer's necessity based on certain existing rules, ( $X_{21}$ ) management and tourist's guides hadn't took customer's complains and critics seriously, and ( $X_{14}$ ) management and tourist's guides hadn't took a serious action in fixing their mistakes and be able to avoid those mistakes in the future. Conjoint analysis shows that the most preferable attribute of TNKpS are natural resources richness and its ecosystem, coastal and seashore tourism, and information center.*

*Keywords : consumer perception and preference, Seribu Islands National Park, Cochran analysis, Biplot analysis, Conjoint analysis*

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