

THE PERCEPTION OF THE VISITOR EXPERIENCE AT THE PURA PUSEH BATUAN IN GIANYAR BALI AS A TOURIST ATTRACTION

I Ketut Muliadiasa

Sekolah Tinggi Pariwisata Bali Internasional

Surel : ketut.muliadiasa@gmail.com

ABSTRACT

The aim of this study was to describe the visitors experience during their visit to ‘The *Pura Puseh Batuan*’ as tourist destination in Gianyar, Bali regency on, and was to describe the management of ‘The *Pura Puseh Batuan*’ temple as one of cultural tourist attractions in Gianyar, Bali The theoretical review is perception theoretical review is based on costumer’s experience that refers to the seven of variables such as hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge.

This study used primer data with the survey method by interviewing the personals who manage ‘The *Pura Puseh Batuan*’ and by using the questioners which were obtained from the visitor through the sampling of quota were 60 respondents. By using the class of interval technique would be obtained mean, it would show each variable level was studied and score to deviation standard.

The result of this studied showed that there were two variables, Hedonism and Novelty which obtained poor score to its indicators with mean of 1.0. The visitors did not feel getting involved in these activities, this means they did not obtain interesting experience. The score of the variables such as local culture, refreshment, meaningfulness, and knowledge had 3.23 score in average category, for the involvement variable had good category was 3.49. The deviation standard of all variable had the score under 1 (one) which showed the data score clustered around average or mean and had a low deviation of mean.

The implication of this study positively would be responded by the management of “The *Pura Puseh Batuan*’ to improve their tourist attraction by giving priority to the values of the temple as an entity which is sanctified by Hindus people on Bali.

Key words: perception, visitor experience, Pura Puseh Batuan, tourist attraction

I. INTRODUCTION

Bali has a reputation as a famous and a lovely major tourist destination, many local and International visitors are interested and have been memorized in their minds that Bali would be their first destination in Asia. Bali is very prominent with tourist attractions, both nature and cultural tourism. The Elements of cultural and religious values integrated with each other, such as Balinese dance and drama, the show devotes to the worship of God (deities), and the activity is held at centered on temples in Bali. The temples as the center in conducting various worship ceremonies and the place where the human being can connect with the fellow human beings and Gods. Over Bali there are various types of temples are to fulfill every corner of this island.

Along with the development of tourism in Bali, the temple and its surroundings (sacred area) is modified into a tourist attraction (Yastiari, 2013). In that case the function of the temple not only as the primary sector only as a place of worship of the ‘*Pemedek*’ (Hindu community who pray) but has become a tourist attraction (tertiary). It makes many tourists come to enjoy the beauty and history of these temples. Nevertheless, between the ‘*Krama Penyungung*’, (the people who maintain the temple) which aims to pray and the visitors who visit is running properly in accordance with their stated objectives.

II. TERATURE REVIEW

A. Theoretical Review

Empirical Review

Topics related to the perception of the visitor experience is not a new study therefore,

there are few studies conducted to determine the visitors experience during their visit to some temples in Bali. In connection with the statement, to distinguish this study, there are several similar studies that need to be considered in advance, as follows:

Nurjaya (2011) stated that the international visitors' perception to tourism facilities was positive, and for the public facilities has average category. Her study can provide a lot of inspiration to this study, especially to look out visitors' perception of the tourist attraction in Ubud Bali. Both these studies are equally to see the potential areas of Gianyar. Yastari (2013) used a qualitative descriptive approach to address the problem based on the socio-cultural phenomena in contemporary perspective by reviewing the Uluwatu Temple is Dang Kahyangan Temple which is not only for people who come with the intention of praying but also for tourism activities. The results of this study can give meaning that the commoditization of Uluwatu Temple as a tourist attraction and as an educational tourism of the temple history. Both these studies are equally to see the potential of a temple as the attraction of tourism objects. In contrast to both studies above. This study did not examine only the economic aspects for but reviewed about local cultural elements of Bali.

B. Practical Review

1. Perception

Perception is the process by which people select, organize, and interpret sensory stimuli into a meaningful and coherent picture" in other words 'the way consumers view an object for example their mental picture of a brand or the traits they attribute to the brand' (Assael cited by Suradnya, et all 2002:2).

2. Visitor Experience

Kim (et al. 2010) argued that the travel experience is the new standard in the field of tourism. according to research from Ooi, (2005) cited in Kim et al, (2010 : 2) on differing interests and backgrounds that lead to interpretations vary on product single tourism , tourists feel different moods, personal feeling, and with it a different experience, even if all the tourists said that they enjoyed themselves during their visit to the tourist attraction that does not mean that they all had the same experience. The

same opinion defines perception as a process in which individuals organize and interpret their sensory impressions in order to give meaning to their environment (Robbins and Judge, 2008: 175). However, what is accepted by someone could basically different from objective reality. Although it should not exist, these differences often arise. A number of factors play a role in shaping and sometimes even change the perception as follows: (a) factors lies in the self-forming perceptions, (b) factor of the object itself or targets defined, and (c) factors in the situation where the perception was created. Thus, the perception of the visitors' experience is the process by which individuals organize and interpret their sensory impressions in order to give meaning to the tourist attractions, such as 'The *Pura Puseh Batuan*'.

3. Pura Puseh Batuan

Pura is temple. 'The *Pura Puseh Batuan*' is located in Desa Batuan, Sukawati, Gianyar. It is about 18 km from the city of Denpasar. It was mentioned in inscription that 'The *Pura Puseh Batuan*' was built in 944 of Saka Year (1020 AD) in the reign of King Paduka Sri Aji Dharmawangsa Ward of Warmadewa dynasty. This temple part of three heaven which commonly owned by each village community in Bali, There are '*Bale Agung*, *Bale Kulkul* and *Kori Agung*,' in the central courtyard, which looks so great stand as a door way of Gods, such as '*Pretima*' which is a sacred thing in form of a small sculpture as a symbol of the god '*Sesuhunan*' in here. This '*Kori Agung*,' is flanked by several giant statues that is symbolized as a guard, and in left and right side of '*Kori Agung*' are flanked by two small doors as the entry and exit of people to pray in the main courtyard of the temple. In the main yard consists of various '*Pelinggih*' (shrines) such as '*Meru and Padmasana*,' serves as a place of worship to Ida Sang Hyang Widhi, and behind the temple there is a place to store '*Wantilan*,' archaeological objects.

4. Tourist Attraction

The tourist attraction was defined as "A physical or cultural feature of a particular place that individual travelers or tourists perceive as capable of meeting one or more of their specific leisure-related needs. Such features may be ambient in nature (eg. climate, culture,

vegetation or scenery), or they may be specific to a location, such as a theatre performance, a museum or a waterfall (Harris and Howard, 1996). Secondly, it is “Positive or favorable attributes of an area for a given activity or set of activities as desired by a given customer or market, including climate, scenery, activities, culture. (a) Man made attractions are physical structures (Sydney Harbour Bridge) or events (Olympics). (b) Natural attractions are physical phenomena deemed unusual and /or beautiful (Bungle Bungles), (c) Secondary attractions have tourist appeal, but are not the primary reason for visiting a location, (d) A negative attraction is an attribute of an area that tends to make some customer or market choose not to visit as for example pollution or crime,” (Metelka and Delamr, 1990).

III. RESEARCH METHOD

This study used qualitative descriptive method to describe the management of ‘Puseh Batuan’ temple as one of cultural tourist attractions in Gianyar. The observations were made on the activity of the visitors, the management of Puseh Batuan Temple. In addition, the necessary and relevant information was collected in accordance with the formulation of the problems discussed. The sampling technique used in this study is a type of non - probability sampling purposive. In non - probability sampling not all elements of the population has an equal chance to be selected into the sample (Shaughnessy, 2007). As the name implies, quota sampling means sampling is done with the intent or certain purpose. From the 60 respondents people who visited at Puseh Batuan Temple have been identified and selected as a sampling frame of this study. There were three methods were used, observation, interview and questionnaire spread. The operational variable are hedonism

(Holbrook & Hirschman, 1982), local culture/social interaction (Auld & Case, 1997), novelty, refreshment (Kim, 2009), meaningfulness, knowledge (Otto & Ritchie, 1996), involvement.

The data analysis in this research was carried on using the method on descriptive explorative emphasizing on the exploration of the essential information focused on the goal of the analysis that was to be achieved. The Data analyzed in some phases before hypothesis test. This analysis reveals the management system of the tourism attraction of ‘*The Pura Batuan*’ Descriptive statistic is a description of a data viewed from the average score or also known as mean and the happening standard deviation. In order to classify the average score of the respondent, the licert scale was used, ranging from one to five. Therefore, here is the rule of the categorization.

Class interval = the highest score – the lowest score. The class number = $5 - 15 = 0.8$, because the number of class from the research scale was 5, the class interval is shown as the as following:

1. 00-1.80	Very bad
2. 81-2.60	Bad
3. 61-3.40	Fair
4. 41-4.20	Good
5. 21-5.00	Very good

The obtained data were selected through several stages prior to the hypothesis testing, which was done by the descriptive analysis. The data in this research were processed using the software of SPSS (*Statistical Package for the Social Sciences*) version 2.0.

IV. RESULTS AND DISCUSSION

A. The Result

The data obtained concerning their experience perception on each variable at ‘*The Pura Puseh Batuan*’ is displayed on Table 3.

Table 3. Visitor Experience Perception On Each Variable

Indicator	Statement	Mean	Standard Deviation	Category
Hedonism	X.1.1	3.49	.420	Good
	X.1.2	1.00	.000	Very bad
	X.1.3	1.00	.000	Very bad
Novelty	X.2.1	1.00	.000	Very bad
	X.2.2	3.49	.326	Good
	X.2.3	3.49	.326	Good
	X.2.4	3.49	.482	Good
Local Culture	X.3.1	2.94	.523	Fair
	X.3.2	3.49	.567	Good
	X.3.3	3.48	.598	Good
Refreshment	X.4.1	3.49	.529	Good
	X.4.2	2.94	.523	Fair
	X.4.3	3.06	.477	Fair
	X.4.4	3.49	.326	Good
Meaningfulness	X.5.1	3.23	.417	Fair
	X.5.2	3.23	.417	Fair
	X.5.3	3.49	.599	Good
Involvement	X.6.1	3.49	.482	Good
	X.6.2	3.49	.482	Good
	X.6.3	3.49	.599	Good
Knowledge	X.7.1	3.23	.417	Fair
	X.7.2	3.49	.482	Good
	X.7.3	3.49	.529	Good

Source: processed by the researcher

Table 3 shows that most mean of the variable X1, X2, X3, X4, X5, X6 and X7 were classified as bad, fair and good. Each item is related to each variable. Variable X1 is related to Hedonism (X1). The bad category is available at the Hedonism variable at sub variable X1.2, X1.3 in which the tourist did not feel being involved in the activities that they only took a brief look on the temple. X 2.1 means that the respondent tend to disagree with each questions in the questionnaire, whereas the fair category is obtained at variable X3.1, X 4.2, X 4.3, X 5.1, X 5.2 and X 7.1 fair category, meaning that the respondent tend to be fair on each question in the questionnaire. The rest was categorized as good. The data shown above also shows that the

standard deviation of each variable has a number below one, showing that the data gather around the average score or mean, and displays insignificant deviation of the mean. In this finding the involvement acquire a good average score as much as 3.49% at each indicator, because involvement in a tourist destination is another satisfaction in tourism. It is typical to find a correlation between involvement and social interaction.

B. Discussion

The tourist demography visiting the Batuan Puseh Temple as the respondent participating in this research is displayed on the table 2, as shown below:

Table 2. Characteristics of Respondents

Characteristics Of answer	Distribution	Characteristics of answer	Distribution
Gender (N=60)		India	3.3 %
Male	66.7%	Spain	1.7 %
Female	33.3%	USA	5.0 %
Age (N=60)		Indonesia	10.0 %
0 – 20	48.3%	Australia	6.7 %
21-30	15 %	Length of Stay (N=60)	
31-40	16.7%	1 - 2 days	15.0 %
> 41	20 %	3 -5 Days	61.7 %
> 6 days	23.3 %		
Nationality (N=60)		Profession (N=60)	
England	16.7 %	Student	45.0%
Turkey	6.7 %	Entrepreneur	23.0 %
Singapore	1.7 %	Private Sector	33.3 %
Bulgaria	1.7 %	Civil Servants	1.7 %
China	3.3%	Other	1.7 %
Japan	1.7 %		
France	1.7 %	Perception (N=30)	
Canada	3.3 %	Yes	100 %
Holland	3.3 %	No	0 %

Source: the data is processed by researcher

Based on the research on 60 respondents, it was discovered that most came from various countries in the Europe with up to 21.8% respondents, whereas Asia counted up as many as 15% respondents, followed by Australia 6.7% and Canada 3.3%. Male tourist covered 66.7%, whereas the female counterparts were counted for 33.3%. Forty eight point three of them were teenagers with the age ranging from 0-20 years, of which 45% were students. This was due to the high season in September and holiday that most visitors were families. The entire respondents had an identical view that 'The Pura Puseh Batuan' is a tourist attraction deserving preservation of its holiness. It was found that 'The Pura Puseh Batuan' remains preserving the management principles that take into account the sacredness of the temple that served mainly as a holy place. To fulfill the requirement of this principle, the temple management banned the visitors to enter the inner area of the temple in which they run the religious ceremony. The amount of the donation

had been agreed upon, according to the distribution of each stakeholder. Secondly, the tourist experience perception toward the attraction of 'The Batuan Puseh Temple' was generally good all average or mean of each variable. The bad category is available at the Hedonism variable at sub variable X1.2, X1.3 in which the tourist did not feel being involved in the activities that they only took a brief look on the temple. X 2.1 means that the respondent tend to disagree with each questions in the questionnaire, whereas the fair category is obtained at variable X3.1, X 4.2, X 4.3, X 5.1, X 5.2 and X 7.1 fair category, meaning that the respondent tend to be fair on each question in the questionnaire. The rest was categorized as good. The data shown above also shows that the standard deviation of each variable has a number below one, showing that the data gather around the average score or mean, and displays insignificant deviation of the mean.

It was suggested that the stakeholder improve not only the quality of the development

in physical aspects, but also the management quality. Also necessary is the competent human resource to escort the guest. The employee should also serve as a guide, especially that of Chinese, to escort Chinese tourist and provide appropriate explanation. Secondly, it is advisable to create brochures or other literature regarding the history of 'The Puseh Temple of Batuan,' to promote the uniformity of tourist understanding. It is also necessary to hold cultural event to encourage the preservation of local culture and increase tourism experience for visiting tourist. This will improve the tourist perception on culture tourism from below average into very good. Perception should be well projected as it will influence Bali as a destination of culture based tourism, where the base of the culture is the temple itself. The holiness of the temple is there worth protecting.

REFERENCES

- Inskip, Edward. 1991. *Tourism Planning: An Integrated and Sustainable Development Approach, 1st Edition, Copyright © John Wiley and Sons all right reserved.* Canada: Published simultaneously
- Harris, Robert, & Howard, Joe. 1996. *Dictionary of Travel & Tourism Hospitality Terms.* Melbourne: Hospitality Press.
- Metelka, J. Charles, & Delamr. tt. *The Dictionary of Hospitality Travel and Tourism 3rd ed.* New York.
- Nurjaya, Wayan. 2011. *Persepsi Wisatawan Mancanegara Terhadap Potensi Pariwisata di Kelurahan Ubud, Kabupaten Gianyar, Magister Kajian Pariwisata.* Denpasar: UNUD.
- Pangestu, Mari Elka. 2014. *Malaysia Truly Asia vs Wonderful Indonesia*, <http://bisnis.liputan6.com/read/2089144/wawancara-mari-elka-malaysia-truly-asia-vs-wonderful-indonesia>
- Rai, I Gusti Bagus. 2015. *Pemanfaatan Kebun Raya Sebagai Taman Rekreasi: Antara Kepentingan Ekonomi dan Pelestarian Alam.* <http://www.researchgate.net/publication/275028037> DOI: 10.13140/RG.2.1.2926.5445
- Rajesh, R. 2013. *Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model*, Pasos.Vol. 11 N° 3. Special Issue.págs. 67-78.
- Setyadi, YuliantoBambang. 2000. "Persepsi dan Partisipasi dalam Mendukung Usaha Pariwisata Berdasarkan Lingkungan Tradisi Pada Masyarakat Bali" dalam Jurnal Penelitian Humaniora Vol.1 No.1 Pebruari 2000. Surakarta: Lembaga Penelitian Universitas Muhammadiyah Surakarta.
- Surina, Ni Wayan, dan Wartha, Ida BagusNyoman. 2014. *Pura Puseh, Pura Puseh Batuan dalam Perkembangan Kepariwisata Bali di Desa Batuan Kecamatan Sukawati Kabupaten Gianyar (Kajian Pariwisata Budaya).* Jurnal Santiaji Pendidikan, Volume 4, Nomor 1, Januari 2014 ISSN 2087-9016.
- Suteja, Agus. 2008. *Pengertian dan Fungsi Pura.* <http://agussuteja.blogspot.com/2008/10/pengertian-dan-fungsi-pura.html>.
- Stephen P. Robbins. 2006. *Perilaku Organisasi*, Jakarta:Indeks
- Titib, I Made. 2003. *Teologi dan Simbol-Simbol Dalam Agama Hindu.* Surabaya: Penerbit Paramita.
- Yastari.Ni Luh Putu Candra.2013. *Pura Uluwatu di Desa Pecatu, Kecamatan Kuta Selatan, Badung, Bali, (Studi Tentang Perkembangan Pura Sebagai Destinasi Pariwisata serta Kontribusinya bagi Pendidikan Sejarah).* Singaraja: Universitas Undiksa Singaraja.

