

"Toilet matters": pengaruh toilet dalam pengambilan keputusan dalam konteks nature-based tourism di Indonesia = "Toilet matters": the importance of toilet in decision making in the context of nature-based tourism in Indonesia

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Abstrak

Tesis ini bertujuan untuk mengeksplor bagaimana toilet dapat mempengaruhi pengambilan keputusan dalam konteks wisata alam nature based tourism di Indonesia. Berbagai penelitian menyatakan pentingnya fasilitas sebagai faktor yang dipertimbangkan dalam pariwisata, namun belum banyak yang secara khusus membahas toilet sebagai bagian dari fasilitas tersebut dari perspektif wisatawan serta bagaimana pengaruhnya terhadap perilaku wisatawan. Metode kualitatif digunakan dalam penelitian ini melalui FGD dan wawancara, serta dilakukan juga observasi dalam pemilihan sampel penelitian. Penelitian ini menunjukkan bahwa dari berbagai faktor, usia wisatawan dan ekspektasi terhadap destinasi wisata menjadi faktor terpenting dalam menentukan pentingnya toilet di destinasi wisata alam. Kemudian, pengalaman buruk terhadap toilet, terutama yang menyebabkan penyakit, dapat menjadi trauma yang berpengaruh signifikan terhadap keputusan untuk mengunjungi ulang dan merekomendasikan suatu destinasi wisata. Secara keseluruhan, toilet memiliki peranan penting dalam mempengaruhi perilaku dan pengambilan keputusan wisatawan dalam konteks wisata alam, khususnya bagi wisatawan yang mementingkan segi kenyamanan dan kesehatan.

.....This thesis aims to explore the importance of toilet in decision making from the tourists' perspectives in the context of nature-based tourism in Indonesia. Various studies suggest that facilities are important to consider in tourism development. However, prior research is still limited specifically discussing the toilet as part of the facilities that would affect the tourists' behavior in tourism, which includes the decision making section. The research was conducted qualitatively by FGD and in-depth interviews with several participants that were selected by purposive sampling method. The results of research indicate that among several factors, age of tourists and expectation of the tourism destinations are the top factors affecting the consideration of toilet as that important in nature-based tourism. The research also indicates that the existence of toilets can also affect tourist behavior in exploring or enjoying the nature-based tourism. Moreover, experiences related to toilet as a source of disease for tourist is significantly affecting the tourism decision. In conclusion, toilet has been a significant consideration for certain tourists in making decisions, especially for tourists which is highly concern with comfort and health. In addition, toilet has a significant role in decision making for several tourists in executing a tourism decision, either for a first visit, how to behave during the tour, revisit, and even to recommend a tourism destination.