

Analysis Of The Visiting Interest Of The Millennial Generation (Gen Z) To Paris Tigaras Beach, Dolok Peace District, Simalungun Regency

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Abstract

This research aims to analyze the Visiting Interest of the Gen Z to Paris Beach, Simalungun Regency. The method used in this research was accidental sampling which was taken randomly. The analytical tool used is cross tabulation analysis (crosstab). From this research, it is known that of the 92 respondents who answered the questionnaire, they consisted of men (45 people), women (47 people), with the result that 57 people, both men and women, had previously come, 47 people out of a total of 92. The reason why respondents visited was because of a number of facilities, as many as 63 people said it was the first time, then the favorite activity was taking photos for 60 people, while for overnight stays 53 people said they would not stay overnight, the things they liked were the facilities for 59 people, and the response to the cleanliness of the beach area. as many as 74 people said it was clean, as many as 74 people said the service was good, the complaints found were road access to the beach. Where as many as 46 people complained about road access, and as many as 62 people said they only visited once, due to several reasons such as cost and travel time.

Keywords: Interest, Gen Z, Visiting Interest

1. Introduction

Interest is also called encouragement, which is a strong internal stimulus that motivates action, where the drive is influenced by a stimulus and positive feelings towards the product. According to the Ministry of Education and Culture, interest is a passion, a desire of the heart, and an inclination towards something. Interest in visiting is the desire of consumers to make a visit to a place. While tourist interest is a person's travel activities that aim for recreation and entertainment and have preparation for these activities. So, interest in visiting is an encouragement of a person to travel with a specific purpose.

According to Kupperschmidt (2000) (in Son, 2016) Generation is a group of people who have the same year of birth, age, location and also historical experiences or events within the same individual that have a significant influence in their growth phase. So, it can also be said that a generation is a group of individuals who experience the same events in the same period of time.

Generation X	Generation Y	Generation Z
Born between 1930 – 1980	Born between 1980 – 1995	Born between 1995 - 2010
Generation X is a generation born in the early years of technological and information developments such as the use of PCs (personal computers), video games, cable TV and the internet. Generation X is able to adapt and be able to accept change well enough so that it can be said to be a responsible	Generation Y is known as the millennial generation or millennials. Generation Y uses a lot of instant communication technology such as email, SMS, and others. This is because generation Y is a generation that grew up in the era of the internet boom (Lyons, 2004) (in Putra, 2016). Not only that, this generation Y is more open in political and economic tourism, so they	Generation Z is the youngest generation just entering the workforce. This generation is usually called the internet or AI generation. Generation Z is more socially connected through cyberspace. Since childhood, this generation has been widely introduced by technology and is very familiar with smartphones and categorized as a creative generation. Characteristics: Prefer social activities

<p>generation, which has character. Characteristics: Resourceful, independent, need emotional comfort, prefer something informal and have business/commerce skills over baby boomers. Life between work and personal balance, developing the opportunities you have, liking positive work relationships and liking freedom and having room to grow.</p>	<p>seem very reactive to environmental changes that occur around them. Characteristics: More committed to the company, work is one of the priorities, but not the top priority, likes straightforward regulations, likes openness and transparency. In work, team orientation is the focus. Love feedback and also love challenging new challenges that make themselves have to push their limits.</p>	<p>compared to previous generations, prefer start-up companies, multitasking, very fond of technology and experts in operating the technology, care for the environment, easily influenced by the environment about products or brands², smart and easy to capture information quickly.</p>
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Source: Data Research

Tigaras Village of North Sumatra is famous for its natural attractions Paris beach with clear water and mountain views. Unlike the name, this tourist attraction is not a beach, but a stretch of sand that protrudes towards the water of Lake Toba which stretches widely. Its beach-like appearance is what makes it referred to as a beach. Well, to explore the Paris Beach area, tourists simply pay the entrance ticket price starting from Rp. 40 thousand per person.

The forerunner of the name Paris Beach was actually taken from the name of the plantations and fields around this beach, namely Juma Paris. Located on Jl. Raya Tigaras Partuahan, Bangun Pane, Dolok Pardamean, Simalungun District, North Sumatra, Paris Beach Tigaras is two minutes away from Tigaras Port by motorized vehicle. Meanwhile, from Dolok Sipinggol Nature Tourism to the beach, tourists need a six-minute drive. Located on the edge of Lake Toba, Paris Beach offers views of the green Samosir Island. This beach also has clear water, so tourists can see the bottom of the beach. Unlike beaches on the high seas, this recreation place has fairly calm waves. The beach water is also not salty and tends to be fresh, so tourists will not feel sticky if they want to play water in this tourist spot.

Interest in visiting is basically the feeling of wanting to visit somewhere interesting to visit. Kotler and Keller (2014), added that interest in visiting is the action of consumers in choosing or deciding to visit a tourist object based on experience in traveling. Based on the above understanding, we can describe if the interest in visiting is an encouragement from within the visitor as a result of an external stimulus to make a decision to visit.

According to Ferdinand in Sari and Edriana Pangestuti (2018), the interest in visiting has psychological stages. Where these stages are then used as a benchmark or indicator of the occurrence of the buying interest process in individuals. According to Damanik, Weber in Huryati (2015) the decision to visit is represented by five indicators, namely:

1. Destination Area
2. Traveling Mode
3. Time and Cost
4. Travel Agent
5. Service Source

Tourists are a person or group of people who make a tourist trip, if the length of stay is at least 24 hours in the area or country visited. However, if they live in an area or country visited for less than 24 hours, they are called excursionists (Suwantoro.2004).

Generation Z also has a conservative, responsible, innovative, and accustomed to technology so that they never leave the internet. That is why Generation Z is a social media generation because this generation likes instant things such as online shopping which has a fast and easy nature (Santoso & Triwijayanti, 2018).

Bencsik and Machova's research (2016), grouping generations and their birth years according to the Grouping of Veteran Generation 1925 – 1946, Baby Boom Generation 1946 – 1960, X Generation 1960 – 1980, Y Generation 1980 – 1995, Z Generation 1995 – 2010, Alfa Generation 2010 + Generation Z easily carries out the travel planning process. They are familiar with the availability of various types of applications that help book tourist travel facilities, including transportation, accommodation, restaurants, entrance tickets to tourist attractions, and various types of souvenirs. Citing the Study on Generation Z Travellers, almost as many as 60 percent of generation Z who are not yet family like solo traveling. The rest prefer quality time near home with their friends. Solo traveling type travels only alone. The reasons Generation Z chooses to travel alone are learning to get out of their comfort zone, find self-ease, gain insight, and me time.

2. Method

This type of research is quantitative and the research method used in this study is a quantitative descriptive method. Quantitative descriptive research method is a method that aims to make an objective picture or descriptive of a situation using numbers, starting from data collection, interpretation of the data and appearance and results (Arikunto, 2006). By cross-tabulation analysis. With gen Z respondents in Siantar sub-district around 92 people.

Data Analysis

1). Population

According to Handayani (2020), population is the totality of each element to be studied that has the same characteristics, it can be individuals from a group, event, or something to be studied. The population in this study was a number of visitors who came to Paris Tigaras Beach.

2). Sample

According to Siyoto & Sodik (2015), a sample is a portion of the number and characteristics possessed by the population, or a small part of the population members taken according to certain procedures so that it can represent the population. The number of samples studied was gen Z who visited Tigaras Beach. There are 2 sampling techniques, namely: nonprobability sampling and probability sampling in this study using non-probability sampling with accidental sampling techniques where samples are taken by chance from all visitors who come.

3). Data Analysis Techniques

In this study, the data that has been collected is then processed and analyzed with statistical techniques. The process of entering and managing data using computer-aided program applications. The analytical technique used in the implementation of this research is cross-tabulation analysis. Crosstab analysis is a table-shaped analysis method that displays cross-tabulations of observed data. This cross-tabulation or contingency table is used to identify and find out whether there is a correlation or relationship between one variable and another. Crosstab analysis is a method for tabulating several different variables into a matrix. The table analyzed here is the relationship between variables in rows with variables in columns (Ghozali, 2011 in MARIANI).

3. Results and Discussion

In the table the results of data processing by using cross-tabulations between the sex of visitors with the question of whether they have been to Paris Tigaras Beach before. The results showed that as many as 57 people, both men and women, said they had gone to Paris Tigaras Beach before and as many as 35 people said they had never been to the Paris Tigaras Orphanage. This shows that the interest of visitors to come to Paris Tigaras Beach is quite high. Especially for women, this is because female tourists are more likely to travel a lot than male visitors, this can be proven in the cross-tabulation results below (table 4.3), which shows that female visitors are more often to Paris Tigaras Beach Where the results show

that 17 women claim to have been to Paris Tigaras Beach 2 (two) times, this shows their interest in traveling, especially Paris Tigaras Beach.

In table 4.4 above shows the results that the reason visitors who visit Paris Tigaras Beach give a response is the reason they visit because of the facilities (43 people) and atmosphere (28 people). The facilities contained in Paris Tigaras Beach have cheap lodging, cheap cottage rentals, banana boat rides, Lake Toba water direct bathing area, interesting photo spots with the background of the Eifel Tower that is characteristic of Paris Beach, spacious parking locations, toilets. To support the results of the explanation above, it can also be seen in table 4.5 below, namely activities that visitors can do at Paris Tigaras Beach, namely taking photos or selfies (60 people). Taking pictures is the activity that visitors most often do when traveling to a place as well as on Paris Tigaras Beach where visitors take photos to capture the moment when visiting Paris Tigaras Beach. The photo spots on Paris Tigaras Beach are very interesting where the background photo directly leads to Lake Toba which is very beautiful. Besides taking pictures, other activities that visitors can do are swimming in Lake Toba (17 people). The management of Paris Beach provides a swimming area by utilizing the shallow edge of Lake Toba where visitors can feel directly the cold lake water. The swimming area is limited by the manager by marking swimming restrictions so that visitors do not fall into the lake which reaches a depth of ±500m, which can endanger life safety.

The next discussion is about visitors who come to Paris Tigaras Beach whether to stay overnight or not. The results of the data processing in table 4.6 show that most visitors who come do not stay overnight (53 people). This is because the average visitor who comes to Paris Tigaras Beach falls into the category of travelers who only visit less than 24 hours. This is reinforced by an explanation from IUOTO (International Union of Official Travel Organization) in Marpaung, 2002, dividing visitors into two categories, namely:

- 1). Tourists are temporary visitors who stay at least 24 hours in the country or place visited, for the purpose of having fun (recreation, vacation, health, study, religion, and sports), or business, family, and meetings.
- 2). A traveler is a person who is a temporary visitor who is less than 24 hours away in the country or area visited.

On the beach of Paris Tigaras Beach is also provided comfortable lodging where visitors who want to stay can take advantage of these facilities at affordable prices. Table 4.7 shows the responses of male and female visitors about the facilities at Paris Tigaras Beach, with the results of female visitors liking the facilities at Paris Tigaras Beach (42 people). The facilities contained in Paris Tigaras Beach are quite complete where the location is close and one area so that visitors do not bother anymore, here are some comments given by visitors who have gone to Paris Tigaras Beach related to facilities:

"It's a cool place, there are many stalls offering food and drinks, and there are also inns."

"The view is very good, many photo spots directly facing Lake Toba, good bathroom facilities, many shelter huts, banana boats and boats available for rent, spacious parking. Many sell food and clothing or souvenirs."

The next discussion is the results of respondents' responses about the cleanliness of Paris Tigaras Beach. Where the results showed that visitors' responses about cleanliness were very good, about 74 people of all genders answered clean. This is one of the factors visitors like to visit Paris Tigaras Beach. Cleanliness is the main thing to be done by people in the destination circle. Because cleanliness is one of the benchmarks for tourists to feel comfortable while visiting tourist destinations. As a reinforcement of the statement above, in accordance with the Regulation of the Minister of Tourism and Creative Economy / Head of the Tourism and Creative Economy Agency of the Republic of Indonesia number 13 of 2020 concerning standards and certification of cleanliness, health, safety, and environmental sustainability of the tourism sector during the handling of the corona virus disease 2019 pandemic; Chapter I General Provisions Article 1 point 4 which reads; Cleanliness is a state free from dirt, such as dust, garbage, and odors, including being free from viruses,

pathogenic bacteria, and harmful chemicals. Here are the responses or comments of visitors to Paris Tigaras Beach regarding cleanliness;

"Alhamdulillah, very satisfied. The location is clean, the lake can be used as a bathing place for families who have small children."

"Paris beach, Tigaras, the shores of Lake Toba. The place is clean and comfortable, perfect for relaxing with friends and family."

Customer service in general is any activity intended or aimed at providing satisfaction to customers, through this service customer wants and needs can be met. According to R.A Supriyono, service is an activity organized by the organization regarding the needs of consumers and will cause its own impression, with good service, consumers will feel satisfied, thus service is very important in an effort to attract consumers to use the products or services offered. Managers of tourist attractions must have a service system that is flexible and easy to understand by visitors. This means avoiding excessive use of instruments and rules to avoid confusion of visitors, you must consider the diverse demographics of visitors and understand that they may not understand the purpose and rationale of the regulations in the service procedure. Therefore, managers of tourist attractions must have special attention in building a simple and flexible service system, as well as providing good and fun education to visitors. Based on table 4.9, service responses at Paris Tigaras Beach showed positive results where as many as 74 respondents, both men and women, stated that service at Paris Tigaras Beach was friendly. This is also one of the factors that make visitors interested in coming to Paris Tigaras Beach.

Customer complaints are one of the important aspects in the business world. Every company must have faced complaints from its customers, be it related to products, services, or unsatisfactory experiences. So customer complaints can be a sign that there is an unmet need or expectation. Generally, customer complaints occur not only because of product discrepancies or In table 4.11 about visitor responses whether to return to visit again or only once, it can be seen that about 62 people stated that once visited Paris Tigaras Beach and about 30 people will return to visit. There are several reasons why visitors only visit once such as cost, remote location. Most visitors who come to Paris Tigaras Beach come from different economic backgrounds. Local tourists When traveling they have to save first. Because the income level is still at the middle limit so when they want to travel too often they have to think first. Regarding the remote location, it is undeniable that the road to Paris Tigaras Beach if from Medan takes ± 4.5 hours. This is a consideration for visitors.

Business services with customer expectations. These customer complaints can occur due to unsatisfactory customer service, from how to overcome problems faced by customers, as well as staff attitudes to customers that are not good. Customer complaints can also be caused by problems in communication or unclear information. For example, if a customer receives incorrect information about a product or service. They may feel cheated, which then causes them to file a complaint. In addition, providing slow, unresponsive, or long communication providing solutions can also trigger customer complaints. In table 4.10 about complaints submitted by visitors to Paris Tigaras Beach, on average complain about road access to Paris Tigaras Beach (46 people).

GENDER VS TYPE OF ACTIVITY Crosstabulation

Count Table 1

		TYPE OF ACTIVITY					Count
		SELFIES	SWIM	BANANA BOAT	ENJOY THE VIEW	KARAOKE	
GENDER	MAN	19	8	3	2	3	35
	WOMAN	41	9	2	3	2	57
Count		60	17	5	5	5	92

Source: Data Processing

GENDER VS HOW MANY TIMES GO Crosstabulation

Count Table 2

		HOW MANY TIMES GO			Count
		ONCE	TWICE	THREE TIMES	
GENDER	MAN	19	9	0	28
	WOMAN	44	17	3	64
Count		63	26	3	92

Source: Data Processing

GENDER VS REASONS TO VISIT Crosstabulation

Count Table 3

		REASONS TO VISIT					Count
		FACILITIES	AMBIENCE	CHEAP	VIEW	LOCATION	
GENDER	MAN	15	7	0	0	1	23
	WOMAN	28	21	9	6	5	69
Count		43	28	9	6	6	92

Source: Data Processing

GENDER VS STAY Crosstabulation

Count Table 4

		STAY		Count
		STAY	NO STAY	
GENDER	MAN	17	23	40
	WOMAN	22	30	52
Count		39	53	92

Source: Data Processing

Count Table 5

		FACILITY RESPONSE					Count
		LIKE	DISLIKE	REALLY LIKE	VERY DISLIKE	LOVE IT SO MUCH	
GENDER	MAN	17	8	0	0	1	26
	WOMAN	42	14	5	3	2	66
Count		59	22	5	3	3	92

Source: Data Processing

GENDER VS TOILET CLEANLINESS Crosstabulation

Count Table 6

		TOILET CLEANLINESS					Count
		CLEAN	DIRTY	VERY CLEAN	NOT CLEAN	VERY DIRTY	
GENDER	MAN	22	1	1	2	1	27
	WOMAN	52	6	0	5	1	64
Count		74	7	1	7	2	91

Source: Data Processing

GENDER VS SERVICE RESPONSE Crosstabulation

Count Table 7

		SERVICE RESPONSE					Count
		FRIENDLY	UNFRIENDLY	VERY FRIENDLY	MEDIOCRE	VERY UNFRIENDLY	
GENDER	MAN	22	1	1	2	1	27
	WOMAN	52	6	0	5	1	64
Count		74	7	1	7	2	91

Source: Data Processing

GENDER VS TYPES OF COMPLAINTS Crosstabulation

Count Table 4.10

		TYPES OF COMPLAINTS					Count
		ROAD ACCESS	COTTAGE ARRANGEMENT	GARBAGE	SELFIE FACILITIES	BANANA BOAT SAFETY	
GENDER	MAN	15	1	10	4	0	30
	WOMAN	31	3	18	3	7	62
Count		46	4	28	7	7	92

Source: Data Processing

GENDER VS COME BACK Crosstabulation

Count Table 4.11

		COME BACK		Count
		ONCE	WILL BE BACK AGAIN	
GENDER	MAN	14	13	27
	WOMAN	48	17	65
Count		62	30	92

Source: Data Processing

4. Conclusion

After making direct observations and conducting analysis tests to Paris Tigaras Beach, the author drew several conclusions: The results showed the response of visitors stated that Paris Tigaras Beach could be one of the tourist destinations worth visiting, The most dominant factor of visitors coming to Paris Tigaras Beach is good facilities, as well as a place that is clean enough so that visitors feel comfortable, as well as good service by the manager, the desire of tourists to visit is small because of several things, one of the most dominant is road access to Tigaras because of poor road conditions even though only at some points and long travel time.

It is hoped that the management will continue to maintain the existence of Paris Tigaras Beach and its commitment to services and improve a number of facilities, the management will continue to maintain the cleanliness of the Paris Tigaras Beach area and provide more trash cans, the management of Paris Tigaras Beach coordinates with the local government so that road access to the location is improved so that it will add more visitors.

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