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Identification of Factors Affecting Visits During the Covid-19 Pandemic Period at Transera Waterpark and Drypark Bekasi City, West Java Province

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A B S T R A C T

During the Covid-19 pandemic, all tourism activity behavior changed with the applicable health protocols. Transera water tourism is operating again, which has opened and closed the area several times. Water tourism can be called as one of the places that is quite prone to the occurrence of Covid-19 transmission. This study was conducted to find out what factors influence visitors to Transera Waterpark and Drypark during the Covid-19 Pandemic and their characteristics.

The sampling technique in this study used a purposive sampling technique with 73 questionnaires distributed to visitors who were visiting or had visited Transera Waterpark and Drypark during the Covid-19 Pandemic. Data collection techniques were carried out by observation, interviews, questionnaires and documentation studies. The data analysis technique in this study used a Likert scale calculation analysis technique and descriptive analysis.

The results showed that 63% of visitors visited Transera for entertainment and 60% chose it because it has 2 different zones in 1 area, with the most visitors being women 37%, the age of most visitors being 20-25 years 47%, the type of work students/students 42%, Last education SMK/SMA 35%, marital status not married 61%, monthly income IDR 500,000-3,000,000 27%, area of origin, Bekasi 36%, frequently used social media, Instagram 50%, social media for uploading recreational activities, Instagram 59%, getting transera information from social media 38%, going to transera 1-3 hours 43%, visiting duration 2-3 hours, using car transportation 39%, traveling companions, 26% relatives, total expenses while going to transera Rp 50,000 - 100,000 35%, frequency of visits 1-3 times 60%, number of colleagues who join 3-10 people as much as 37%.

Keywords:Identification, visitor factor, Covid-19 pandemic, Transera Waterpark and Drypark.

1. Introduction

Tourism is a travel activity that is carried out temporarily from the place of residence to the destination area for reasons not to settle or earn a living but only to fulfill curiosity, spend leisure time and other purposes (Meyers, 2009). Tourism is one of the largest foreign exchange contributors in Indonesia. In 2020, it was noted that tourism contributed USD 44 billion of foreign exchange or the equivalent of 616 trillion in rupiah (assuming an exchange rate of 14,000 per US dollar) (Inda, 2020). Tourism is the number 1 foreign exchange contributor, beating other sectors with a projected value of 20 billion US dollars. The role of the national tourism sector is increasingly important in line with the development and contribution made by the tourism sector through foreign exchange earnings, regional income, regional development, as well as in the absorption of investment and labor and business development spread across various regions in Indonesia (Kemenpar, 2019).

Indonesia is a country that has abundant natural resources, both biological and non-biological resources. Potential natural wealth ranging from the wealth of the agricultural industry,

 forestry, marine, fishery, animal husbandry, plantation, as well as mining and energy and so on. The existence of tourism products in a tourist area will greatly determine the development of tourism. However, in the development of tourism areas, there are several aspects that must be considered so that the

development objectives do not damage the existence of the area and the social, economic, and cultural aspects can run in balance. These aspects include objects and attractions, amenities, and accessibility (Fandeli and Kaharuddin, 2003). As a national strategic sector, tourism has a multiplier effect arising from tourism activities, both directly in the form of employment in the tourism sector and indirect impacts in the form of the development of tourism supporting economic activities such as lodging, restaurants, money exchange services and others. Conditions like this can be found in almost every area that has tourism potential such as Bali, Magelang, Yogyakarta, Lombok and others (Pandanwangi, 2016). The tourism potential will cause or generate a visitor's perception.

Visitor perception is the visitor's assessment or view of something. A tourist attraction must improve the quality of the object for the better in order to get a positive perception. Perception in the world of tourism is an opinion or perspective of visitors and tourists in understanding a tourist destination (Fentri, 2017). It is important and necessary to know the perception of visitors at this time is due to the global virus outbreak that makes questions about the perception of visitors at this time.

Early 2020 in March, the World Health Organization (WHO) announced the status of a global pandemic for the corona virus disease commonly called Covid-19. The spread of the corona virus throughout the country has an impact on the economy in Indonesia, both in terms of trade, investment, tourism and other things (Dewi et al, 2021). As a result, various tourist attractions are closed to avoid crowds of tourists which can cause transmission of the virus. However, after the enactment of the New Normal, tourist attractions were reopened, while still adhering to the health protocols set by the government. All tourist attractions must implement the system that has been set. One of the health protocols that have been implemented is a tourist attraction that is currently a trend in West Java. Many tourist objects are in demand by tourists, namely nature-based tourism and ecotourism. Not only nature-based tourism and ecotourism, some water tourism has also been opened by using the maximum number of visitors in it.

Tirta Transera Waterpark and Drypark are located in Harapan Indah City, Tarumajaya District, Bekasi, West Java Province. Transera Waterpark and Drypark are interesting and quite complete tourist attractions in Bekasi, West Java, because they have a large area of land so they have two zones in one area. Transera also has the Tangaloma ride and the first Crazy Cone ride in Indonesia, and with twenty-three rides and their supporting facilities, it will make a more memorable tourist spot. However, as the development and spread of the Covid-19 virus causes fewer visitors, the pool tourism manager must consider all the aspects needed.

After a few weeks, Transera Waterpark and Drypark were closed due to the Covid-19 pandemic, and re-opened during the new normal so that their income decreased during the Covid-19 pandemic or this new normal, and made the manager provide discount promos from the normal price in order to make the visitors interested in the promo. Transera Waterpark and Drypark not only provide special price promos on certain days, such as Eid holidays, Christmas and New Year's holidays, but also on weekdays such as Monday-Friday. Starting from December 2021, Transera Waterpark and Drypark visitors are required to have been vaccinated at least two doses and still obey health protocols. Many local people visit for tourism at Transera Waterpark and Drypark.

There are several studies that discuss the characteristics of tourists as well as pull and push factors (Parhusip, Nina Ester and Arida, I Nyoman Sukma 2018) and (Sudaryanti, Erry Sukriah. Juni Irma, and Rosita, 2015). As well as factors that influence the decision to visit during the Covid-19 pandemic, (Jatmiko, Hadi and Riza Octavy, 2020). For research that discusses tourist characteristics as well as pull and push factors at Transera Waterpark and Drypark West Java during the Covid-19 pandemic, no one has ever focused on this research. Therefore, this research is very important to do in order to find out the visitor factors that affect visits during the Covid-19 pandemic at Transera Waterpark and Drypark Bekasi City, West Java Province. Research on characteristics and motivation in the form of pull factors and push factors. Hopefully the data generated in this study can be used as a reference for future researchers.

2. Methodology

The qualitative data analysis technique used by the researcher, as proposed by Miles and Hubberman (Baharuddin, 2019) is data collection, data reduction, data presentation and the last step is drawing conclusions.

A. Data reduction

Data reduction is a form of analysis that sharpens, categorizes, directs, discards unnecessary data and organizes data in such a way that final conclusions can be drawn and verified (Miles and Huberman, 2007).

B. Data presentation

Data presentation is a series of information organization that allows research conclusions to be made. Data presentation is intended to find meaningful patterns and provide the possibility of drawing conclusions and providing action (Miles and Huberman, 2007).

C. Drawing conclusions

Drawing conclusions is part of a complete configuration activity (Miles and Huberman, 2007). The data that has been compiled is compared with one another to draw conclusions as an answer to the problem.

The data analysis used in this research is descriptive statistical analysis. Sugiono (2018) explains that descriptive statistics are statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations. The descriptive analysis in this study contains an assessment of each indicator. The data that has been grouped is then compiled into a table and the average (mean) per indicator is calculated. Furthermore, a descriptive discussion is carried out. Using data tabulation tables, the purpose of data processing with this method is to determine a score for each data obtained so that the dominant factor of visitors visiting Transera Waterpark and Drypark can be determined.

3. Results

3.1 Overview

Transera is a strand of an African exotica story that is famous for its natural adventures, a heroic story presented in Indonesia presented in the sensation of water adventure. Starting from the building that resembles a primitive African statue and other development concepts. Transera Waterpark and Drypark are located in Harapan Indah City, Tarumajaya District, Bekasi City, West Java Province. Famous as the 2nd largest and most complete swimming pool, and 1 area, there are 2 zones located in Bekasi, West Java. It has been operating since 2014 which has a land area of 6.3 hectares. Transera Waterpark and Drypark have 23 rides and complementary facilities, for rides including Crazy cone, Tangaloma, Mosi oa tunya, Cango slide, Turkana pool, Zambezi river, Golwe pool, Ducky dunks, Obus, Gari gari, Mini zoo and haunted house.

In addition to waterpark and drypark playgrounds, the Transera area also provides services and places such as Event Packages, including Wedding Packages, Birthday Packages and Family Gatherings.

The area and geographical location of the city of Bekasi, the city of Bekasi has an area of about 210.49 km2, with the boundaries of the city of Bekasi are:

a. North side: Bekasi Regency

b. South: Bogor Regency and Depok City

c. West side : DKI Jakarta Province

d. East: Bekasi Regency

Topographical conditions of the city of Bekasi with a slope between 0 – 2% and located at an altitude between 11 m – 81 m above sea level.

The distance from Halim Perdana Kusuma airport located in East Jakarta to Transera Waterpark and Drypark Bekasi takes 1 hour. Meanwhile, from downtown Bekasi it takes about 35 minutes and from downtown Bogor it takes up to 1 hour 40 minutes.

Corona Virus or often referred to as Covid-19 is a virus that has entered the territory of Indonesia since the end of March 2020. The Corona outbreak has been designated a national disaster by the Indonesian Government based on Law Number 24 of 2007. Since then, the government has started taking steps - Strategic steps in efforts to prevent the emergence of new spreads running as well as overcoming cases of the Covid-19 outbreak. One of the government's steps to reduce the spread of COVID-19 is the implementation of Large-Scale Social Restrictions or known as PSBB. The PSBB in question includes closure of schools and workplaces, restrictions on religious activities, as well as restrictions on activities in public places or facilities.

The PSBB in the Bogor and Bekasi areas is set to start in early November and end at the end of January. After passing the PSBB period, the implementation of New Normal or new habits, which are made to return to normal activities, but still comply with the health protocols set by the government.

The state of the Covid-19 pandemic in Bekasi, which is still unstable, has caused Transera Waterpark and Drypark to be closed several times. According to Mr. Arif as one of the employees at Transera, he said that Transera Waterpark and Drypark had opened and closed more than 5 times from 2020 to 2021, while entering 2022 there was no longer any closure from the government. The spread of Covid-19 has hampered all activities, as well as what happened in Transera. Transera Waterpark and Drypark which are known as the 2nd largest and most complete swimming pool in Bekasi. Has 2 play zones in 1 area, namely the Waterpark and Drypark zones.

Transera was opened to the public in 2014 which is managed by private managers. Transera Waterpark and Drypark entrance fees, charged for cars of 4,000 rupiah per 1 hour and motorbikes 2,000 rupiahs per 1 hour, with the entrance fee for Transera Waterpark and Drypark before the Covid-19 Pandemic, which is 95,000 rupiah on Monday-Friday, 150,000 rupiah on Saturday-Sunday and 175,000 rupiah in high season. There have been changes in ticket prices since the Covid-19 pandemic, namely the Transera Waterpark and Drypark entrance tickets to 75,000 to 85,000 rupiah, the Transera entrance ticket price can change according to the promo every month. The monthly promos, such as birthday promos in certain months, birthday promos and promos before entering the holy month of Ramadan or holiday promos usually get discounts of up to 50%. Ticket purchases can be made at the Transera Waterpark and Drypark locations directly upon arrival or can be ordered online through the Transera Waterpark and Drypark websites (www.transerawaterpark.co.id) or Traveloka and Tiket.com.

Drypark rides are subject to a return ticket price with a fee, Petting Zoo Rp. 5,000, and Gari-Gari or Bombomcar Rp. 15,000 and free admission for children under 80cm. Meanwhile, the operational hours of Transera Waterpark and Drypark are open at 08.30-18.00 WIB. And the ticket purchase counter will be closed when the visitor capacity has reached the predetermined quota, for the convenience of visitors and the protocol rules that have been set to avoid large crowds.

Transera applies non-cash payments for inside the Waterpark and Drypark zones, and is replaced by a wristband system that contains chips and contains balances to buy food and drinks and rent swimming tires. The remaining balance can be used as cash after the activity at Transera is completed and exchanged back at the redemption counter. Transera Waterpark and Drypark require visitors to wash their hands, use masks, check body temperature and follow the ticket queue with a distance of 1 meter from other visitors. In addition to the entrance, a hand washing area is also available at every entrance to Drypark rides such as Gari-Gari, Tangaloma, Petting Zoo and Bombomcar, who are required to wash their hands, use hand sanitizer and masks.

Transera Waterpark and Drypark direct local security to circle all Transera rides every 2 hours to pay attention to the use of masks and distribute free masks to visitors who do not wear masks, except when eating or swimming. There is also a post or tent that urges visitors to apply health protocols or 3M, wear masks, wash hands and keep a distance. The surroundings of Transera Waterpark and Drypark are surrounded by lush trees, which makes the cleaners work extra to always clean the environment. As for the cleanliness of the toilets, rinse rooms and lockers, there is still a lack of cleanliness that makes visitors feel uncomfortable with the facilities that have been provided.

Transera Waterpark and Drypark, as the name implies, Drypark, which has a dry garden or playground, makes Transera much in demand because it is not only a waterpark or swimming pool. The pictures above are some of the Drypark rides. Ducky Dunk is a duck-shaped boat that can be ridden on an artificial lake that has been provided by pedaling or pedaling like when riding a bicycle. For the Bombomcar vehicle itself, it may be familiar, where this game is a flat racing type in the form of a small electric car powered by a special floor or ceiling. Furthermore, Petting Zoo is a mini zoo filled with only a

few tame animals such as birds, orangutans, lambs and others, and the last is Tangaloma which is a playground like a giant slide that uses tires to slide down.

The creative ideas of managers and investors make Transera Waterpark and Drypark different from other water tourism, so far Transera has been supported by the Bekasi government and has become a tourist attraction that was chosen as the Smiling West Java Ambassador and is the best tourist attraction in West Java Province. Transera Waterpark and Drypark Bekasi were developed by the private sector Jaya Comn in 2017. Which until now are managed and have several staff, including

A. Manager

Provide accurate and responsible information; Provide comfort, friendliness, and security protection for both visitors and other staff. Control the field directly.

B. Ticketing Machine Staff

Responsible for ticket printing, and responsible for providing information regarding ticket details to visitors.

C. Cashier

Receive payments from visitors, record all financial transactions, manage expenses, make daily and monthly financial reports, archive all forms of proof of payment.

D. Lifeguard

Supervise the safety and rescue of visitors on the rides and provide first aid in the event of an accident.

E. Rides Tidiness Staff

Help tidy up or lift the float tire back into place, so as not to make the float scattered around the vehicle.

F. Cleaning Staff

Maintain and maintain cleanliness around the pool, clean the pool to the bottom. Maintain the cleanliness of the pool water, and keep the PH of the pool water in a normal state.

G. Security Staff.

Carry out inspections of luggage on visitors and ensure compliance with health protocols that have been set.

Carry out overall security in the area and parking locations.

3.2 Factors Affecting Visitors to Transera Waterpark and Drypark During the Covid-19 Pandemic

Factors are circumstances or events that contribute to the occurrence of something, factors that can affect visitors can also be referred to as motivation, motivation is a state of mind and mental attitude that provides energy and encourages or attracts people to do an activity.

The driving factor is a desire that arises from oneself caused by several things. There are 10 indicators of driving factors that have been formed into a questionnaire and distributed to 73 respondents. To find out the results of what driving factors affect visitors to Transera waterparks and dryparks during the Covid-19 pandemic, see the following table:

Table 1. The driving factors that affect visitors to Transera Waterpark and Drypark during the Covid-19 Pandemic

Source: Research Results, 2022

Indicator	Statement	(SS)	(S)	(TS)	(STS)	Score	Average	Presentage	Description
Escape	For free time	25	44	4	0	239	3,27	59%	**Agree**
Relaxation	To relax	18	49	6	0	231	3,16	57%	**Agree**
Play	To play and find entertainment	35	38	0	0	254	3,47	63%	**Very Agree**
Strengthening family bonds	To strengthen the family	18	44	11	0	226	3,09	56%	**Agree**
Prestige	For social status	6	30	32	5	182	2,49	45%	**Agree**
Social interaction	For social interaction or other needs	8	48	16	1	211	2,89	52%	**Agree**
Romance	Because there is a romantic place	7	29	34	3	187	2,56	46%	**Agree**
Educational opportunity	To see new information or learn something	8	36	28	1	199	2,72	49%	**Agree**
Self-fulfilment	For self satisfaction	26	45	2	0	235	3,21	58%	**Agree**
Wish-fulfilment	To meet expectations	17	39	16	1	217	2,97	54%	**Agree**

Based on the table above, it can be seen that the driving factors that affect visitors to Transera waterpark and drypark during the Covid-19 pandemic are 10 various indicators with different total scores, along with the scores and percentages. For the escape indicator, a score of 3.27 with a percentage of 59%, a score of 3.16 with a percentage of 57% for the Relaxation indicator, a score of 3.47 with a percentage of 63% for the Play indicator, a score of 3.09 with a percentage of 56% for the Strengthening family bonds indicator , score 2.49 with a percentage of 45% for the prestige indicator, a score of 2.89 with a percentage of 52% for the social interaction indicator, a score of 2.56 with a percentage of 46% for the romance indicator, a score of 2.72 with a percentage of 49% for the educational opportunity indicator , a score of 3.21 with a percentage of 58% for the self-fulfillment indicator, a score of 2.97 with a percentage of 54% for the wish-fulfilment indicator.

It is known from the above calculation that the highest score and percentage is by the play indicator, with a score of 3.47 and a percentage of 63% with a statement strongly agree. The second highest indicator is the escape indicator, with a score of 3.27 with a percentage of 59% and obtaining a statement of agreement. Meanwhile, the indicator with the lowest total score is the prestige indicator with a score of 2.49 and a percentage of 45%.

It can be concluded from the results of the data above, that the motivation or driving factor that influences visitors to Transera waterpark and drypark during the Covid-19 pandemic is mostly to play and find entertainment or because they are tired or tired of work, so they need free time and finally decide to visit the tourist attraction of Tirta Transera waterpark and drypark.

The pull factor is usually related to the tourist attraction intended by visitors. Visitors will usually compare or take into account before visiting the tourist attraction. There are 5 pull factor indicators that have been formed into a questionnaire and distributed to 73 respondents. To find out the results of what pull factors affect visitors to Transera waterparks and dryparks during the Covid-19 pandemic, see the following table.

Table 2. Pull factors that affect visitors to Transera Waterpark and Drypark during the Covid-19 Pandemic

Indicator	Statement	(SS)	(S)	(TS)	(STS)	Total	Rata-rata	Presentage	Description
Location	Because of the strategic location / near	17	38	13	0	218	2,98	54%	**Agree**
The beauty of the natural scenery	Has a natural concept and 2 different zones in 1 area	28	43	1	1	242	3,31	60%	**Very Agree**
Promotion	Because there is a promotion	17	33	22	1	212	2,90	53%	**Agree**
An affordable price	Affordable prices from other water / swimming pool tours	17	50	6	0	231	3,16	57%	**Agree**
Good facilities	Because the facilities are good enough	15	56	2	0	233	3,19	58%	**Agree**

Source: Research Results, 2022

Based on table 2, it can be seen that the pull factors that affect visitors to the Transera waterpark and drypark during the Covid-19 pandemic are 5 various indicators with different total scores, along with the scores and percentages. A score of 2.98 with a percentage of 54% for the location indicator, a score of 3.31 with a percentage of 60% for the indicator of the beauty of natural scenery, a score of 2.90 with a percentage of 53% for the promotion indicator, a score of 3.16 with a percentage of 57% for the price indicator. affordable, and the last for indicators of good facilities, namely with a score of 3.19 and a percentage of 58%.

It is known from the above calculation that the highest score and percentage is the indicator of the beauty of natural scenery where the statement of the indicator is, Visiting Transera Waterpark and Drypark because water tourism or swimming pools have natural concepts and 2 different zones in 1 area, with a score of 3, 31, the percentage of 60% and obtained information strongly agree. The second highest indicator after the indicator of the beauty of natural scenery, namely by the indicator of facilities that are quite good with a score of 3.19 and a percentage of 58% to obtain a statement of agreement. Meanwhile, the indicator with the lowest total score is the promotion indicator, which is a score of 2.90 and a percentage of 53%.

After looking at the data above, it can be concluded that the pull factor that affects visitors to Transera waterpark and drypark during the Covid-19 pandemic is due to the presence of 2 zones (waterpark and drypark) in 1 area which is only in Transera, Bekasi City, West Java, as well as all facilities. which is good enough to be able to attract visitors to carry out activities at the Tirta Transera waterpark and drypark tourist attractions.

Characteristics Based on Tourist Descriptor, for Socio-demographic results, namely the number of Transera visitors based on gender is 37%, most visitors are aged 20-25 years 47%, occupation type is student / student 42%, last education SMK / SMA 35%, marital status unmarried 61%, monthly income IDR 500,000-3,000,000 27%, area of origin, Bekasi 36%. Furthermore, for the results of psychographic characteristics, namely social media that is often used, Instagram 50%, social media for uploading recreational activities, Instagram 59%, getting transera information from social media 38%, and visitor

characteristics based on trip descriptors, namely the distance to transera 1-3 43% hours, duration of visit 2-3 hours, transportation used is 39% car, traveling with travel partners, namely relatives 26%, total expenditure during the trip to transera is IDR 50,000 – 100,000 as much as 35%, frequency of visits 1-3 times 60 %, the number of colleagues who joined together to Transera 3-10 people was 37%.

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