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OPTIMIZATION OF THE AHP METHOD IN DETERMINING THE LOCATION OF  
TOURIST DESTINATIONS ON THE ISLAND OF JAVA, INDONESIA

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ARTICLE INFO	<u>ABSTRACT</u>
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<p><b>Keywords:</b> AHP; Java Island; Tourist destinations; Preferences.</p>	<p><b>Purpose:</b> This study aims to map the pattern of tourist preferences in visiting tourist destinations on the island of Java</p>
	<p><b>Theoretical framework:</b> This research tries to make a tourist decision model in choosing a tourist destination on the island of Java with a mathematical method, namely Analytical Hierarchy Process (AHP).</p>
	<p><b>Methodology:</b> The sample data used is data sourced from the "Indonesian backpacker" group. Respondents were selected based on the criteria that they had traveled to three tourist destinations, namely; Jakarta, Yogyakarta, and Bandung. Data collection was carried out to obtain information and data related to this research. In this study, the researcher optimizes the calculation of the AHP method to determine the ranking of the existing alternatives so that it is hoped that the calculation results are more accurate than using the AHP method</p> <p><b>Findings:</b> Based on communal considerations (all criteria) with the AHP method in sequence; Jakarta (50,5%), Bandung (30,9%), and Yogyakarta (18,6%). The results showed that Jakarta became the main priority, then Bandung and respectively. Ease of access and completeness are the reasons for choosing a tourist destination on the island of Java.</p> <p><b>Research implications:</b> The quality of site transactions is closely related to the quality of human resources (HR) where in service products, humans become the mind product. HR in Tourism sector are all human aspects that support tourism activities, both tangible and intangible, which aims to meet the needs and create tourist satisfaction and have a positive impact on the economy, welfare, and environmental and cultural sustainability in a tourist area. Improving the quality of human resources is very important in improving the quality of tourist destinations.</p> <p><b>Originality/value:</b> Research on the model for selecting tourist destinations on the island of Java as the island with the most populous population in Indonesia has never been done before by other researchers</p> <p>Doi: <a href="https://doi.org/10.26668/businessreview/2022.v7i2.0440">https://doi.org/10.26668/businessreview/2022.v7i2.0440</a></p>

OTIMIZAÇÃO DO MÉTODO AHP NA DETERMINAÇÃO DA LOCALIZAÇÃO DE DESTINOS  
TURÍSTICOS NA ILHA DE JAVA, INDONÉSIA

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## RESUMO

**Objetivo:** Este estudo tem como objetivo mapear o padrão de preferências turísticas nas visitas a destinos turísticos na ilha de Java

**Estrutura teórica:** Esta pesquisa tenta fazer um modelo de decisão turística na escolha de um destino turístico na ilha de Java com um método matemático, ou seja, o Processo de Hierarquia Analítica (AHP).

**Metodologia:** A amostra de dados utilizada é proveniente do grupo "backpacker indonésio". Os respondentes foram selecionados com base nos critérios que haviam viajado para três destinos turísticos, a saber: Jacarta, Yokjakarta, e Bandung. A coleta de dados foi realizada para obter informações e dados relacionados a esta pesquisa. Neste estudo, o pesquisador otimiza o cálculo do método AHP para determinar a classificação das alternativas existentes, de modo que se espera que os resultados do cálculo sejam mais precisos do que a utilização do método AHP

**Conclusões:** Com base em considerações comunitárias (todos os critérios) com o método AHP em seqüência; Jacarta (50,5%), Bandung (30,9%) e Yogyakarta (18,6%) Os resultados mostraram que Jacarta se tornou a principal prioridade, depois Bandung e, respectivamente. A facilidade de acesso e a completude são as razões para escolher um destino turístico na ilha de Java.

**Implicações da pesquisa:** A qualidade das transações no local está intimamente relacionada com a qualidade dos recursos humanos (RH) onde em produtos de serviço, o ser humano se torna o produto mental. RH no setor de Turismo são todos os aspectos humanos que apóiam as atividades turísticas, tanto tangíveis quanto intangíveis, que visam atender às necessidades e criar satisfação turística e ter um impacto positivo na economia, bem-estar e sustentabilidade ambiental e cultural em uma área turística. A melhoria da qualidade dos recursos humanos é muito importante para melhorar a qualidade dos destinos turísticos.

**Originalidade/valor:** A pesquisa sobre o modelo de seleção de destinos turísticos na ilha de Java como a ilha com a população mais populosa da Indonésia nunca foi feita antes por outros pesquisadores.

**Palavras-chave:** AHP, Ilha de Java, Destinos turísticos, Preferências.

## OPTIMIZACIÓN DEL MÉTODO AHP PARA DETERMINAR LA UBICACIÓN DE LOS DESTINOS TURÍSTICOS EN LA ISLA DE JAVA, INDONESIA

### RESUMEN

**Objetivo:** Este estudio tiene como objetivo trazar el patrón de preferencias de los turistas a la hora de visitar destinos turísticos en la isla de Java.

**Marco teórico:** Esta investigación trata de elaborar un modelo de decisión del turista en la elección de un destino turístico en la isla de Java con un método matemático, a saber, el Proceso de Jerarquía Analítica (AHP).

**Metodología:** Los datos de la muestra utilizados son datos procedentes del grupo de "mochileros indonesios". Los encuestados fueron seleccionados según el criterio de haber viajado a tres destinos turísticos, a saber: Yakarta, Yokjakarta y Bandung. La recogida de datos se llevó a cabo para obtener información y datos relacionados con esta investigación. En este estudio, el investigador optimiza el cálculo del método AHP para determinar la clasificación de las alternativas existentes, por lo que se espera que los resultados del cálculo sean más precisos que utilizando el método AHP

**Conclusiones:** Basándose en las consideraciones comunales (todos los criterios) con el método AHP en secuencia; Yakarta (50,5%), Bandung (30,9%), y Yogyakarta(18,6%). Los resultados mostraron que Yakarta se convirtió en la principal prioridad, luego Bandung y respectivamente. La facilidad de acceso y la exhaustividad son las razones para elegir un destino turístico en la isla de Java.

**Implicaciones de la investigación:** La calidad de las transacciones del lugar está estrechamente relacionada con la calidad de los recursos humanos (RRHH), ya que en los productos de servicio, los seres humanos se convierten en el producto mental. Los RRHH en el sector turístico son todos los aspectos humanos que apoyan las actividades turísticas, tanto tangibles como intangibles, cuyo objetivo es satisfacer las necesidades y crear satisfacción en el turista y tener un impacto positivo en la economía, el bienestar y la sostenibilidad medioambiental y cultural en una zona turística. La mejora de la calidad de los recursos humanos es muy importante para mejorar la calidad de los destinos turísticos.

**Originalidad/valor:** La investigación sobre el modelo de selección de destinos turísticos en la isla de Java, por ser la isla más poblada de Indonesia, no ha sido realizada antes por otros investigadores.

**Palabras clave:** AHP, Isla de Java, Destinos turísticos, Preferencias.

## INTRODUCTION

One of the great potentials that can improve the local community's economy is developing in the tourism sector, this can be realized when it can be managed professionally, effectively, and efficiently. In the development of a tourist attraction, of course, it must have an attraction and leave a distinct impression so that it can attract the attention of tourists. Tourism is a series of travel activities carried out both individually and family trips as well as groups from their original place of residence to various other places only to make tourist visits and not for work or to earn income in their destination (Ali et al. 2019).

Meanwhile, according to Law Number 9 of 1990 concerning tourism, it is explained that a tourist attraction is something that is a tourist-target, including; tourist attraction created by God Almighty in the form of natural conditions, flora, and fauna, as well as tangible human creations such as museums, historical relics, arts and culture, agro-tourism, hunting tourism, nature adventure tourism, recreation parks, and entertainment complexes, and special interest tourist attractions such as, shopping places, swift rivers, places of worship, places of pilgrimage and so on (Fadhli et al, 2019). Then Andayani (Untari, 2020) states that there are four factors supporting tourist objects and attractions, including; tourist attraction, namely everything that can attract tourists to visit a tourist destination, accessibility, attraction and access that can be used for tourists to go to a place that is a tourist destination, facilities ) namely all supporting facilities for the activities of tourists while they are in and to tourist destinations (Untari, 2019; Dharmato et al, 2019).

Java Island is one of the islands that has a major role in the socio-economic development of the Indonesian nation (Untari et al, 2017). Where the island of Java is one of the most populous islands with a fairly high population and the availability of complete tourism facilities. Based on this background, it is important to explore the pattern of tourist preferences in choosing tourist destinations on the island of Java.

## METHOD

In this study, the sample data used is data sourced from the "Indonesian backpacker" group. Respondents were selected based on the criteria that they had traveled to three tourist destinations, namely; Jakarta, Yogyakarta, and Bandung. Data collection was carried out to obtain information and data related to this research. While the secondary data collection method is by reading, observing, and studying data from sources related to this research (Untari and Satria, 2021). In this study, the researcher optimizes the calculation of the AHP method to determine the ranking of the existing alternatives so that it is hoped that the calculation results

are more accurate than using the AHP method. The final result of the optimization of the AHP method aims to obtain alternative patterns of tourist preferences in choosing tourist destinations on the island of Java

## RESULT AND DISSCUSION

References read and reviewed in completing this research include Multiple Attribute Decision Making documents, Introduction to AHP (Analytical Hierarchy Processes) Methods, Decision making with the analytic hierarchy process (saaty, 2008), as well as journals and books related to this research. Based on the results of the analysis of the data needed in applying the Analytical Hierarchy Process method, it is described with the following criteria and alternatives,

A. Criteria in the decision making are :

- 1) Reputation (X1)
- 2) Site information (X2)
- 3) Site Transaction (X3)

B. Destinations alternative are:

- 1) Jakarta (Y1)
- 2) Yogyakarta (Y2)
- 3) Bandung (Y3)

The description of the implementation of this method is explained through the stages in the Analytical method Hierarchy Process. Steps taken to the data that has been obtained are as follows (see Tables 1-6):

Tabel 1. Paired comparison table to the criteria

	X1	X2	X3	Normalizati on	X1	X2	X3	$\Sigma$	EigenVector
X1	2,500	4,000	6,000		0,521	0,688	0,538	1,747	0,420
X2	1,000	2,000	3,000		0,207	0,135	0,331	0,673	0,311
X3	1,000	2,000	3,000		0,203	0,018	0,154	0,375	0,269
$\Sigma$	4,500	8,000	12,000						

Source: Data processed, 2022

Tabel 2. Paired comparison table to the options according to Site Reputation

	Y1	Y2	Y3	Normalizati on	Y1	Y2	Y3	$\Sigma$	EigenVector
Y1	1,000	2,000	2,000		0,429	0,522	0,286	1,237	0,498
Y2	0,500	1,000	2,000		0,214	0,261	0,286	0,761	0,306
Y3	0,500	0,500	1,000		0,214	0,130	0,143	0,487	0,196
$\Sigma$	2,000	3,500	5,000						

Source: Data processed, 2022

Table 3. Paired comparison table to the options according to Site Information

	Y1	Y2	Y3	Normalizati on	Y1	Y2	Y3	$\Sigma$	EigenVector
Y1	1,000	4,000	2,000		0,263	0,267	0,308	0,838	0.539
Y2	0,250	1,000	0,333		0,105	0,067	0,077	0.249	0.160
Y3	0,500	3,000	1,000		0,105	0,133	0,231	0.469	0.301
$\Sigma$	1,750	8,000	3,333						

Source: Data processed, 2022

Table 4. Paired comparison table to the options according to Site Transaction

	Y1	Y2	Y3	Normalizati on	Y1	Y2	Y3	$\Sigma$	EigenVector
Y1	1,000	2,000	3,000		0,130	0,146	0,240	0.516	0.505
Y2	0,500	1,000	3,000		0,130	0,073	0,120	0.323	0.316
Y3	0,333	0,333	1,000		0,093	0,049	0,040	0.182	0.178
$\Sigma$	1,833	3,333	7,000						

Source: Data processed, 2022

Table 5. Matrix of Relationships between Criteria and Alternatives

	Eigen Vector		
	Site Reputation	Site Information	Site Transaction
Jakarta	0.498	0.539	0.505
Yogyakarta	0.306	0.160	0.316
Bandung	0.196	0.301	0.178

Resource : Data processed, 2022

Table 6. The weight matrix of options according to the criteria

	Eigen Vector			Total
	Site Reputation	Site Information	Site Transaction	
Jakarta	0,095	0,240	0,170	0,505
Yogyakarta	0,111	0,059	0,016	0,186
Bandung	0,076	0,023	0,016	0,309

Resource : Data processed, 2022

The order Site Icon in Java Island are based on communal considerations (all criteria) with the AHP method in sequence; Jakarta (50,5%), Bandung (30,9%), and Yogyakarta(18,6%) (Table 6).

Site Transactions from the three destinations get the lowest score of the three indicators. This shows that site transactions have not become a priority in the selection of tourist destinations. The quality of site transactions is closely related to the quality of human resources (HR) where in service products, humans become the mind product. The existence of human resources plays an important role in tourism development.

One aspect that has an important role in the development of the tourism sector is tourism human resources. The reason is because tourism is something that cannot be replaced with any technology because it requires direct interaction with humans (hospital). Tourism HR itself has the meaning as all human aspects that support tourism activities both tangible and intangible, with the aim of meeting needs and realizing the creation of tourist satisfaction. The tourism

sector is a sector that focuses on services or services. Therefore, the HR aspect is the key to creating satisfaction and pleasure for the users of these services. In addition, it also has a positive impact on the economy, welfare, and environmental and cultural sustainability in a tourist area. So, improving the quality of human resources is needed in improving the quality of tourist destinations in Java Island.

## CONCLUSION

The result of this study concluded that the order Site Icon in Muara Gembong are based on communal considerations (all criteria) with the AHP method in sequence; Jakarta (50,5%), Bandung (30,9%), and Yogyakarta(18,6%). This happens because Jakarta is the center of government as well as the center of socio-economic and cultural activities in Indonesia so that promotion and access to Jakarta is much easier than other destinations. Meanwhile, Bandung is the second preferred destination, because Bandung is very close to the capital city and access to Bandung is very easy, only 2 - 3 hours via land.

Site Transactions from the three destinations get the lowest score of the three indicators. This shows that site transactions have not become a priority in the selection of tourist destinations. The quality of site transactions is closely related to the quality of human resources (HR) where in service products, humans become the mind product. HR in Tourism sector are all human aspects that support tourism activities, both tangible and intangible, which aims to meet the needs and create tourist satisfaction and have a positive impact on the economy, welfare, and environmental and cultural sustainability in a tourist area. Improving the quality of human resources is very important in improving the quality of tourist destinations.

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