

CHAPTER FOUR

RESULTS

The previous chapter explained the methodology. This chapter reports the results of the survey on crisis communication of TAT Operation Center which is divided into eight parts based on demographic information of respondents, awareness of TAT Operation Center information through media, information receiver's satisfaction towards TAT Operation Center's information revelation, information receiver's opinion towards TAT Operation Center's information revelation, and attitudes on process awareness of TAT Operation Center.

4.1 Gender

Table 3. Gender

Gender	Number	Percentage
Male	34	69.39
Female	15	30.61
Total	49	100

For this study, it was found that the majority of the respondents were male which represented 69.39%, while the rest (30.61%) were female.

4.2 Age

Table 4. Age

Age	Number	Percentage
41-45	9	18.37
46-50	9	18.37
51-55	29	59.18
56-60	2	4.08
Total	49	100

Table 4 shows that 59.18% of respondents were between 51-55 years old. 18.37% were between ages of 41-45 and 46-50. 4.08% of them were between 56-60

years old.

4.3 Educational Background

Table 5. Educational Background

Education	Number	Percentage
Bachelor's Degree	14	28.57
Master's Degree	35	71.43
Total	49	100

Most respondents (71.43%) had a Master's Degree while 28.57% of respondents had a Bachelor's Degree.

4.4 Region

Table 6. Region

Region	Number	Percentage
Northern	4	8.16
Central	8	16.33
Northeastern	5	10.20
Southern	5	10.20
Tourism Coordination Center	6	12.24
ASEAN, South Asia, and South Pacific	5	10.20
East Asia	7	14.29
Europe, Africa, and Middle East	7	14.29
Americas	2	4.08
Total	49	99.99

Table 6 shows that most of the respondents (57.14%) were TAT domestic office directors: 16.33% from central region, 12.24% from Tourism Coordination Center, 10.20% from northeastern region and southern region and 8.16% from northern region. 42.86% of them were directors of TAT overseas offices: 14.29% from East Asia region and Europe, Africa, and Middle East region, 10.20% from ASEAN, South Asia, and South Pacific region, and 4.08% were from the Americas region.

4.5 Awareness of TAT Operation Center Information through Media

Table 7. Channels Where Respondents Get TAT Information from

Channel	Frequency	Percentage
Webmail system	14	27.78
Intranet	6	11.11
TAT website	6	11.11

Normally, more than a quarter of the respondents (27.78%) get TAT information from the webmail system. Intranet (work system within the organization) and the TAT website reached 11.11% respectively.

Table 8. Channels Where Respondents Receive Crisis Information Comfortably

Channel	Frequency	Percentage
Webmail system	21	42.86
Intranet	4	7.14
TAT Operation Center	4	7.14

Most respondents (42.86%) comfortably receive TAT information concerning processes during a crisis from the webmail system. Intranet (work system within the organization) and TAT Operation Center reached 7.14% respectively.

Table 9. If Respondents Know That TAT Operation Center Is Established to Distribute Normal and Crisis Information.

Answer	Frequency	Percentage
Yes	42	85.71
No	7	14.29
Total	49	100

85.71% of respondents knew that TAT has established the TAT Operation Center in order to distribute information during both normalcy and crisis. However, 14.29% of the respondents did not know that TAT has established the TAT Operation Center in order to distribute information during both normalcy and crisis.

Table 10. Whether Respondents Know That TAT Operation Center Is Established to Report Crisis Progress

Answer	Frequency	Percentage
Yes	42	85.71
No	7	14.29
Total	49	100

85.71% of respondents knew that TAT has established the TAT Operation Center to report progress on emergency incidents. However, 14.29% of respondents did not know that TAT has established TAT Operation Center to report progress on emergency incidents.

4.6 Information Receiver's Satisfaction towards TAT Operation Center's Information Distribution

Table 11. Satisfaction towards TAT Operation Center's Information Distribution

Aspect	Level of Satisfaction
1. Reporting incident and loss	3.86
2. Preliminary help for tourists	3.71
3. News presentation of mass media	3.57
4. Evaluation of effects on tourism	3.43
5. Suggestions on proceeding guidelines	3.43
6. Overall satisfaction	3.29

In terms of reporting incident and loss, respondents had a satisfaction level at 3.86. In terms of preliminary help for tourists, respondents had a satisfaction level at 3.71. In terms of news presentation of mass media, respondents had a satisfaction level at 3.57. In terms of evaluation of effects on tourism, respondents had a satisfaction level at 3.43. In terms of suggestions on proceeding guidelines and overall satisfaction, respondents had a satisfaction level at 3.29.

4.7 Information Receiver's Opinion towards TAT Operation Center's Information Distribution

Table 12. Opinion towards TAT Operation Center's Information Distribution

Statement	Degree of Agreement
1. TAT Operation Center information partly helps decision making process and adjusts proceeding strategic plan.	3.71
2. TAT Operation Center distributes information quickly.	3.86
3. The amount of information TAT Operation Center distribute is quite appropriate.	4
4. TAT Operation Center information makes you have better understanding of the situation.	4.29
5. TAT Operation Center distributes information regularly.	3
6. Channel of distributing information of TAT Operation Center helps reduce documentary problems well.	4.14
7. TAT Operation Center information makes you realize news promptly.	3.86
8. TAT Operation Center updates information all the time.	3

For the statement “TAT Operation Center information makes you have better understanding on the situation,” respondents agree at 4.29. For the statement “channel of distributing information of TAT Operation Center helps reduce documentary problems well”, respondents agree at 4.14. For the statement “The amount of information that TAT Operation Center distributes is quite appropriate,” respondents agree at 4. For the statements “TAT Operation Center distributes information quickly,” and “TAT Operation Center information makes you realize news promptly,” respondents agree at 3.86. For the statement “TAT Operation Center information partly helps decision making process and adjusts proceeding strategic plan,” respondents agree at 3.71. For the statements “TAT Operation Center distributes information regularly” and “TAT Operation Center updates information all the time,” respondents agree at 3.

4.8 Attitudes on Process Awareness of TAT Operation Center

Table 13. Attitudes on Process Awareness of TAT Operation Center

Statement	Degree of Agreement
1. TAT Operation Center distributes information effectively.	3.29
2. TAT Operation Center discloses information in a straight-forward manner.	3.86
3. TAT Operation Center information is accurate.	4
4. TAT Operation Center information is complete.	3.43
5. TAT Operation Center information is reliable.	4.29
6. TAT Operation Center information helps reduce fright of tourists and entrepreneurs in the area.	3.57

As shown in Table 13, the highest degree of agreement about the TAT Operation Center effectiveness lies in the reliability of information (4.29). For the statement “TAT Operation Center information is accurate”, respondents agree at 4. For “TAT Operation Center discloses information in a straight-forward manner”, respondents agree at 3.86. For “TAT Operation Center information helps reduce fright of tourists and entrepreneurs in the area”, respondents agree at 3.57. For the question about the completeness of the TAT Operation Center information, respondents agree at 3.43. Regarding the statement “TAT Operation Center distributes information effectively”, respondents agree at 3.29.

The findings of the study will be summarized and discussed in the next chapter.