



THE FACTORS THAT INFLUENCE VISITOR SATISFACTION IN CISAAT TOURISM VILLAGE SUBANG

Indira Putri^{1*}, Sri Indah Nikensari², Aditya Pratama³

^{1,2,3}Universitas Negeri Jakarta, Indonesia

Email: indiraputri41@gmail.com¹

Abstract

Tourism significantly contributes to the country's development, especially in economic growth. The tourism industry significantly declined in 2020 when the epidemic occurred, and implemented lockdown procedures worldwide. In Indonesia, tourism contribution decreased by about Rp. 27.5 billion to GDP. This research aims to analyze the factors that influence visitor satisfaction which in this study are seen in the three independent variables that affect the dependent variable. The independent variables in this study are attractiveness, facilities, and accessibility. At the same time, the dependent variable in this research is visitor satisfaction. The research method used in this study is used quantitative methods. The data collection technique was using a questionnaire. Respondents in this study were people who had visited Cisaat village with a minimum of 100 respondents. Questionnaires were distributed, and collected 121 respondents who have been tested with validity and reliability tests before trying data analysis. Based on the results of the validity and reliability tests, it is known that the measuring instrument used in this study is valid and reliable, so it is feasible to use as a measuring tool. Then the data analysis was used using multiple linear regression techniques. The study results showed that the variables of attractiveness, facilities, and accessibility positively and significantly affect visitor satisfaction in the Cisaat tourism village.

Keywords: tourism village, attractiveness, facilities, accessibilities, and visitors satisfaction

INTRODUCTION

According to the United Nations World Tourism Organization (UNWTO), tourism is one of the most critical sectors in the development of a region. According to Bafadhal (2020), tourism is a mainstay sector and a driving force for the economic development of each country, especially in the development of employment and micro-industry. (Bafadal, 2020). This idea is proven by data on the contribution of tourism to the Gross Domestic Product (GDP) owned by the Indonesian ministry of tourism and creative economy (Kemenarekraf). In data published in 2020, it is known that Indonesia's tourism sector in 2019 had a direct contribution to GDP of 5.5%. This figure has an increase of 0.25% from the previous year, namely in 2018, with a donation to GDP of 5.25% (Kemenparekraf, 2020).

However, the increase in the contribution of the tourism sector decreased in 2020. The decrease in contribution was caused by the outbreak of the Covid-19 pandemic throughout the world, which occurred in early 2020. According to Sutrisnawati (2021), the high number of confirmed cases of Covid-19 has stopped all mobility with the enactment of a policy lockdown in various countries as a step to minimize the transmission of Covid-19 (Sutrisnawati et al., 2021). With the passage of this policy during the Covid-19 pandemic, the impact felt by tourism activities was a drastic reduction in visits by foreign tourists. (Ida et al., 2020)

Amount of International Tourist in
Indonesia (2018 - 2022)

Figure 1 Amount of International Tourists in Indonesia (2018 – 2022)

Source: Ministry of Tourism and Creative Economy and Data processed by the researcher (2023)

The spread of Covid-19, accompanied by establishment of a lockdown policy, has caused foreign tourist visits to Indonesia to drop drastically. According to the Ministry of Tourism and Creative Economy (2021), visits will decrease by 64% in 2021 compared to the number of tourists in the previous year, namely 2020. The decline in the number of tourists to Indonesia will undoubtedly result in a decrease in state revenue in the tourism sector of Rp. 20.7 billion. (Tourism Trends Book, 2021)

At the end of 2021, when the pandemic situation is under control and the government has relaxed the lockdown policy, this situation can use to revive the tourism sector. Gunagama (2020) argues that there will be issues regarding revenge travel or revenge travel after two years of limited mobility, and boredom will arise after not traveling for a long time. Revenge travel can become a trend that will increase domestic tourism and international tourism. (Gunagama et al., 2020)

In addition to the revenge tourism trend, the emerging trend of nature and green tourism is an opportunity to revive the tourism sector. According to the Ministry of Tourism and Creative Economy, the direction of nature tourism is tourism in the open, where visitors can keep their distance to avoid transmission of Covid-19. So that nature tourism will become a popular trend that is popular with the public in new normal conditions (Tourism Trends Book, 2021). According to Andari and Setiyorini (2016), green tourism will also become a trend in tourism. Green tourism is defined as tourism that focuses on environmentally sustainable tourism. Green tourism aims to provide insight and concern for the environment and promote a greater appreciation of nature (Andari & Setiyorini, 2016).

Based on the post-pandemic tourism trend, the Ministry of Tourism and Creative Economy has begun to develop the concept of tourist villages in various regions in Indonesia to revive the tourism sector. Based on data from the Association of Indonesian Tourism Villages (Asidewi) for 2021, it is known that Indonesia already has 1,838 tourist villages spread throughout Indonesia. The tourism village is divided into a developing tourism village that has been able to receive tourist visits and pilot tourism villages whose tourism potential is still being explored (Kompas, 2021).

In the tourism village development plan, the Ministry of Tourism and Creative Economy introduced a pilot program called Jawa Wisata which aims to increase the potential of tourist villages, especially Tourism Villages in Subang district, West Java Province. Subang Regency has arts and cultural advantages, so that these advantages will be a differentiator and characteristic of tourism from Subang district.

Based on the development of a tourist village in the Subang district, the Ministry of Tourism and Creative Economy introduced Cisaat Village as one of the tourist villages being developed. Cisaat tourism village has a characteristic that is very attached to the description of Subang district. The Cisaat tourism village has tourist attractions ranging from educational and cultural tourism, natural tourism, and artificial tourism, providing a pleasant experience for visitors. (Kemenparekraf, 2020)

The natural and cultural wealth of the Cisaat tourist village brought the town into the top 500 Indonesian tourist awards. This achievement is an opportunity for the Cisaat tourism village to continue showing its potential as a tourist village worth visiting by tourists. Through tourism offers such as cool air away from pollution, various tourist destinations, and affordable travel costs, the Cisaat Tourism Village claims that they are a CHSE-based tourist village (Cleanliness, Health, Safety, and Environmental Sustainability).

As consumers of the tourism sector, visitors have many expectations when going on a tour. Consumer expectations (Customer Expectations) are consumers' feelings about the atmosphere and service at tourist attractions. Tourist driving factors besides expectations are service facilities such as recreational facilities, tourist attractions, and adequate public facilities (Sahara et al., 2016).

Based on the tourism potential of the Cisaat Tourism Village, in this study, the researcher was interested in examining visitor satisfaction in the Cisaat Tourism Village based on the attractiveness, facilities, and accessibility available. This study aims to determine the willingness of visitors to revisit the Cisaat tourist village so that it influences the economic sustainability of its inhabitants. Through the visiting experience, visitors can also recommend to the broader community so that visitors to the Cisaat tourism village can also increase.

This research will advise the government and the development apparatus of the Cisaat tourism village to maximize the attractiveness, facilities, and accessibility so that the Cisaat tourism village can continue to develop its tourism sector.

LITERATURE REVIEWS

Visitor Satisfaction

According to Amilia (2020), satisfaction is a response that reflects consumer expectations. If the results exceed expectations, visitors can be satisfied (Amilia, 2020). Consumers who are happy with products and services tend to repurchase and reuse services when the same need reappears in the future (Syahidin & Adnan, 2022). As consumers of services from tourist attractions, visitors can assess the tourist attractions visited (Ester et al., 2020). According to Asmelash et al. (2019), visitor satisfaction is a post-visit response regarding expectations before the visit and the results obtained during visits to tourist attractions. Visitor satisfaction can use to ensure the long-term sustainability of tourist sites (Asmelash & Kumar, 2019).

According to Kotler and Keller (2009), consumer behavior is essential in any strategy to influence consumers. The indicators forming consumer satisfaction are repeat purchases, service quality, and price.

Attraction

Based on Law number 10, article 1 concerning Tourism, it is known that a tourist attraction is anything that has uniqueness, beauty, and value in the form of the diversity of natural, cultural, and artificial assets that are the target or destination of tourist visits (UU RI, 2009).

According to Puspa in Tina et al. (2020), the tourist attraction is the appearance or beauty of nature, such as flora and fauna, landscapes, plants, and the results of human cultivation such as museums, monuments, temples, historic buildings, tourist objects that include humans and culture. Traditional music, dance, and customs. (Tina Rahmadayanti & Kholid Muradlo, 2020). According to Kurniasih et al. (2018), a potential attraction must have the following three indicators to attract visitors: something to see, something to do, and something to buy. (Kurniansah & Hali, 2018)

Facilities

Tourism facilities are facilities and infrastructure that support the operation of tourist objects to accommodate all the needs of tourists, not directly to encourage growth but to develop at the same time or after attractions develop (Tina Rahmadayanti & Kholid Muradlo, 2020). According to Ardianyah et al. (2020), facilities are all kinds of facilities and infrastructure needed by tourists while in tourist destinations. The facilities and infrastructure are lodging, restaurants, transportation, and travel agents (Di et al., 2020). Buhalis in Asmoro (2021) explains the concept of amenities which includes all components of facilities that facilitate the tourist experience at the destination and add to the positive experience of tourists at tourist attractions. Amenities generally include accommodation, eating and drinking facilities, and retail facilities (Asmoro et al., 2021). According to Akrom (2014), the facilities (amenities) indicators are natural and non-real products.

Accessibility

Accessibility is the distance from population centers, tourist markets, and external transportation, which allows destinations to be reached. According to Asmoro et al. (2021), accessibility covers the whole of a system and mode of transport, which includes terminal elements, routes, and types of vehicles where transportation is one of the fundamental prerequisites for the existence of tourism which is a crucial element that connects tourists to destinations to be accessed. (Asmoro et al., 2021)

Accessibility, according to Saway et al. (2021), is all types of transportation or transportation services that are accessible and make it easier for tourists to move from one area to another during a tour (Saway et al. 2021). Yeomal et al. in Chin (2018) have also considered that the availability, affordability, and convenience of tourism transportation infrastructure that improves the quality of accessibility of a destination can lead to better tourism success. (Chin et al., 2018)

According to Saway et al. (2019), indicators in looking at the influence of tourist accessibility are road conditions, transportation, and transportation rental prices.

METHOD

The research method used in this study is to use a quantitative research approach. The analysis technique used is the multiple linear regression analysis techniques. Then the population in this study was obtained using the accessible population technique. An accessible population is several people that researchers can reach as objects in research (Asiamah et al., 2017). Therefore, the population of survey respondents in this study that researchers could achieve was Jakarta State University students who had visited the tourist village of Cisaat Subang.

The selection of populations that can reach is based on a cooperation agreement between the Jakarta State University and the Cisaat Subang tourist village. The concurrence explained that Jakarta State University was responsible for developing the town, one of which was developed in the tourism sector. Then the number of population researchers in this study must achieve to use the Lemeshow formula. Based on the calculations that can be used, the following is the number of population that must complete in this study:

$$n = \frac{Z \cdot P \cdot (1 - P)}{d^2}$$

n = Number of Samples

Z = Z C1 distribution value of 5%, which is equal to 1.64

P = Maximum estimated probability of 0.5

d = alpha value 5% (0.05)

$$n = \frac{1,64 \cdot 0,5 \cdot (1 - 0,5)}{0,05^2} = 96,4 \text{ round to } 100$$

Based on population calculations using the Lemeshow formula, the population in this study amounted to 100 respondents. In giving answers to the survey distributed to respondents, the measuring instrument used was a questionnaire Likert scale with a value of 1 to 5.

In this study, the sampling technique used is non-probability sampling. The type of non-probability sampling used is Incidental sampling. Random sampling is a technique for selecting a sample that happens to meet the researcher's and is deemed suitable as a data source, and the subject is used as a sample. In this study, the example used was UNJ students who, by chance, had visited the tourist village of Cisaat as UNJ's target village. The criteria for respondents required in this study are as follows:

1. Jakarta State University students
2. Has aged 17 years and over
3. Have visited the Cisaat Tourism Village in Subang

The hypothetical framework model in this study is as follows:

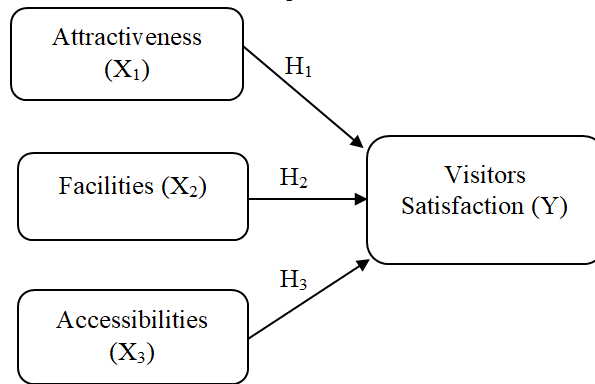


Figure 2 Hypothetical Framework
 Source: Data processed by the researcher (2022)

H₁: Attractiveness has a positive effect on visitor satisfaction in the Cisaat tourism village

H₂: Facilities have a positive effect on visitor satisfaction in the Cisaat tourism village

H₃: Accessibility has a positive effect on visitor satisfaction in the Cisaat tourism village

CONTENT AND DISCUSSION

Descriptive Statistical Analysis

Questionnaires that have been collected in this study are as many as 121 samples. This study grouped respondents based on gender, aged more than 17 years, and UNJ students who had visited the tourist village of Cisaat Subang. Based on these data, it is known that the respondents' study dominates women, with a percentage of 75.2%, equivalent to 91 respondents. In comparison, the rate for male respondents was 24.8% or 30 respondents. It is known that all respondents in this study were over 17 years of age or had matured, so they were eligible to be respondents.

Based on the criteria, the respondents were UNJ students. So the data in the research met these criteria: 55 respondents were students of the Faculty of Social Sciences, 34 were students of the Faculty of Engineering, 24 were from the Faculty of Economics, and six were from the Faculty of Mathematics and Natural Sciences.

And two respondents came from the Faculty of Languages and Art.

Classic Assumption Test

1. Normality Test

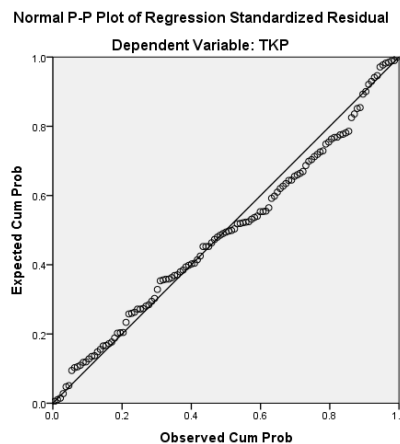


Figure 3 P-Plot Test

Source: Data processed by the researcher (2022)

Based on Figure 3, it is known that each statement item has entered the p-plot line. This study's data are usually distributed through the histogram image. Then the normality test can also do by looking at the results of the probability value. If the probability value is greater than the significant level, it can say that the data is usually distributed.

Table 1 Normality Test

Kolmogorov-Smirnof Test	Sig. Value	Explanation
0,2	0,05	Normal

Source: Data Processed by the researcher (2022)

Based on the results of the normality test that has been carried out, it is known that the Kolmogorov-Smirnof value is 0.2 with a significance value of 5% (0.05). So it is known that the data in this study are typically distributed.

2. Multicollinearity Test

Table 2 Multicollinearity Test

Variable	Colinearity Test
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	Tolerance	VIF
Daya_tarik	0,328	3,047
Fasilitas	0,252	3,966
Aksesibilitas	0,5	2,002

Source: Data processed by the researcher (2022)

Based on the results of the multicollinearity test for each independent variable, it is known that the independent variables in this study do not contain symptoms of multicollinearity because the VIF value for each variable is less than 10.

Where the attractiveness variable has a VIF value of 3.047, facilities have a VIF value of 3.966, and accessibility has a VIF value of 2.002. Then the tolerance value of each variable is more than 0.1, where the tolerance value of the attractiveness variable is 0.328, facilities are 0.252, and accessibility is 0.5.

3. Heteroskedasticity Test

Table 3 Heteroskedasticity Test

Variable	Sig. Value	Explanation
Attraction	0,93	Negative
Facilities	0,064	Negative
Accessibilities	0,48	Negative

Source: Data processed by the researcher (2022)

Based on the results of the heteroscedasticity test using natural log values on the dependent variable. It is known that the significant value in this study is greater than the 5% significance level. The attractiveness variable has an important matter of $0.93 > 0.05$, the facilities variable has a significant value of $0.064 > 0.05$, and the accessibility variable has a considerable deal of $0.48 > 0.05$. So, the variables in this study have passed the heteroscedasticity test.

Multiple Regression Test

Table 4 The Result of the Multiple Regression Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.900 ^a	,811	,806	1,749

a. Predictors: (Constant), TA, TDT, TF

b. Dependent Variable: TKP

Source: Data processed by the researcher (2022)

The independent variables studied were Attractiveness (X_1), Facilities (X_2), and Accessibility (X_3) to Visit Satisfaction (Y). Based on the test results of the coefficient of determination, the value of R^2 is 0.811, which means that the independent variable explaining the variance of the dependent variable is 81.1%, and there is 18,9% of the variance of the dependent variable, which is defined by other factors.

Table 5 The Result of X Variable to Y Variable

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	B
1	(Constant)	-1,179	1,145	
	Attractiveness	,305	,057	,375
	Facilities	,191	,054	,282
	Accessibilities	,263	,043	,350
	Dependent Variable: Visitor Satisfaction			

Source: Data processed by the researcher (2022)

The results of the analysis of multiple linear regression equations can be interpreted as follows:

$$Y = -1.179 + 0.305 X_1 + 0.191 X_2 + 0.263 X_3$$

1. The constant value (a) has a negative value of -1.179 . The negative sign indicates that there is a non-directional or opposite effect between the independent variable and the dependent variable. It shows that if all the independent variables, which include attractiveness (X_1), facilities (X_2), and accessibility (X_3), are 0 or do not change, then the value of visitor satisfaction is -1.179 .
2. The regression coefficient value of the attractiveness variable (X_1) is 0.305. This value shows a unidirectional effect between the attractiveness and visitor satisfaction variables.
3. The regression coefficient value of the facility variable (X_2) equals 0.191, indicating a unidirectional effect between the facility variable and the visitor satisfaction variable.
4. The regression coefficient value of the accessibility variable (X_3) is 0.263. This value shows a unidirectional effect between accessibility variables and visitor satisfaction variables.

Hypothesis Test

Table 6 The Result of T Test

Variable	T Tabel	T-Count	Sig. Value
Daya Tarik	1,98045	5,336	0,000
Fasilitas	1,98045	3,525	0,001
Aksesibilitas	1,98045	6,150	0,000

Source: Data processed by the researcher (2022)

The coefficient results are through hypothesis, then a t-table of 1.98045 is obtained, then from the effects of each variable, it can be seen which variable influences visitor satisfaction.

1. Test the hypothesis of attraction to visitor satisfaction (H_1) obtained $t_{\text{count}} > t_{\text{table}}$ with a result of $5.336 > 1.98045$. Based on this, it can conclude that the H_1 hypothesis is accepted. The dance power variable has a positive and significant effect on visitor satisfaction.
2. Then test the facility hypothesis on visitor satisfaction, from the calculation results obtained $t_{\text{count}} > t_{\text{table}}$ with a mark of $3.525 > 1.98045$. Based on this, it can conclude that the accessibility variable has a positive and significant effect on tourist satisfaction.
3. Then test the hypothesis of tourism accessibility on visitor satisfaction from the calculation results obtained $t_{\text{count}} > t_{\text{table}}$ with a mark of $6.15 > 1.98045$. Based on this, we can conclude that the accessibility variable significantly and positively affects tourist satisfaction.

Table 7 The Result of the F Test

Model	F Tabel	F Count	Sig. Value
Regression	2,68	167,069	0,000

Source: Data processed by the researcher (2022)

Based on the results of the F test, it is known that the significant value is 0.000, which is less than 0.05. So it can conclude that H_0 is rejected and H_a is accepted. Then it is known that the results of the f-count test are more significant than the f-table, which is 167.069.

It is greater than the F table of 2.68, so it can conclude that the variables of attractiveness, facilities, and accessibility have a positive and significant effect on visitor satisfaction.

CONCLUSION

Based on data analysis and discussion of the results of research data analysis on the effect of attractiveness, facilities, and accessibility on visitor satisfaction in the Cisaat tourism village are as follows:

1. The attractiveness variable has a positive and significant partial effect on visiting satisfaction
2. The facility variable has a positive and significant partial effect on seeing joy.
3. The accessibility variable has a partially positive and significant impact on visiting decisions.
4. The variables of attractiveness, facilities, and accessibility have a simultaneous positive and significant effect on visiting satisfaction.

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