

# The Influence of Heritage Destination Attributes towards Customer Satisfaction at Palaces in Cirebon

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**Abstract**—Customer Satisfaction becomes an issue that is being observed in tourism industry, where tourists' satisfaction is influenced by attributes at tourism destination. The level of satisfaction can be measured by means of comparison between expectation and perception. Present study aims to find out the Heritage Destination Attributes description towards Customer Satisfaction at Palaces in Cirebon. In this research, the independent variables (X) are Heritage Destination Attributes and the dependent variables (Y) are Customer Satisfaction. Present study applies descriptive and verificative, along with explanatory, survey method and cross sectional approach. Sample data involves 71 respondents. This study includes multiple regression as the analysis technique. The result that is based on simultaneous test shows that there is significant influence between Heritage Destination Attributes and customer satisfaction. However, partially, among three dimensions: heritage attractiveness, facilities and service at heritage sites, and heritage interpretation, the dimension that influences customer satisfaction significantly is only heritage interpretation.

**Keywords;** *heritage destination attributes; customer satisfaction; kanoman palace; kacirebonan palace; kaparbanan palace.*

## I. INTRODUCTION

Customer satisfaction is important in the business world because it can the life of the business. Customer satisfaction has been discussed in the literature marketing for more than two decades [1] [2]. In tourism, customer satisfaction is very important for the continuity of tourism industry. In accordance with [3], customer satisfaction is included as a factor in the service industry, especially in tourism [4]. Since to produce tourists satisfaction is highly complex, based on tourism concept, many researchers generally agree that customer satisfaction is known as results of comparison between expected and perceived. Therefore, customer satisfaction becomes an important indicator to see the overall performance of the company [5]. In various tourism (concept), mainly in Indonesia, customer satisfaction is being highlighted, and is being developed. The of beauty of natural culture that extends from Sabang to Merauke has been one of potential keys to

increase tourism growth. According to ministerial statement of Indonesian Tourism [6], the presentation number of Indonesia's tourism growth was 25.68 percent or 10.46 million times of visits. On the other hand, in 2017, the growth of tourism in ASEAN was 6% [7]. Furthermore, World Economy Forum (WEF) released an index of Indonesia Tourism, in which the rating had risen 8 points out of 50 in 2015. This number positioned Indonesian Tourism at rank of 42 [6].

Culture heritage is one of the largest potentials in Indonesia, because Indonesia had various islands where each island encompasses a tribe, tradition, language, local wisdom etc, including a wealth of different historical heritage [8]. The significant increase in tourism happened in Cirebon, West Java. Due to its historical background, Cirebon has been known for its heritage in terms of population, religion, and culture. However, the customer satisfaction (in this city) has been only rarely observed. Several studies has been conducted to discuss heritage customer satisfaction [9], [10].

Based on an article that was published by the official Dinas Kepemudaan Olahraga Kebudayaan dan Pariwisata Kota Cirebon [11], Indonesia tourism products portfolio consisted of 35% natural, hand made 5% and culture 60%. In relation with Cirebon fame, its well-known heritage only contributed 20%.

Based on the explanation above, present study aims to find out to what extent Heritage Destination Attributes affect and influence Customer Satisfaction at palaces in Cirebon.

## II. LITERATURE REVIEW

Researchers often times relate the heritage with its past. Heritage is a part of the culture, descended physically from one generation to the next generation both in the contextual of tradition and artifacts. Apart from that, some writers comprehend inheritance as the elements of the past, that are going to be preserved by a community [12]. According to UNESCO, heritage is our legacy from the past, what we live nowadays, and what we will proceed to the next generations.

Heritage or 'heirloom' is things (material or non material) that are given from one generation to the next one, where hat we want to keep their existence and continuity.

Heritage Tourism is a conducted exploration based on one's desire in order to broaden one's point of view by experiencing some trips. These trips are representation of education, tourism, preservation of both cultural and nature environment, for example people condition; mores; buildings; public arts. Generally, this exploration is given chance to take part within cultur activities such as art expositioning (dance, drama, music and art of sound), or doing some historical activities and economic activities. Since the local culture is included as main attraction, any restlessness towards its dim can be controlled, which is the same as natural environment. Natural environment no longer needs to be exploited to make money. In return, by preserving its existence, people might earn some insentive for doing so [13].

According to [14], heritage tourism becomes one of the fast-growing industry segments. It develops and is well-known due to its visitors' boredom enjoying convention form of tourism itself. They want something authentic. Heritage destination attributes is a factor that involves tourists to the destination places [15]. Heritage destination attributes in a heritage destinations is crucial because it supports tourists' decision making of features that are included in the heritage in tourism. In short, 'heritage destination attributes' might have positive or negative influence on the decisions. In relation to [16], destination attributes could be used as a reference to get tourists' satisfaction in the process of purchasing, because they are able to identify significant differences of one attribute to others, that belong to competitors.

Tourism attributes can be any kinds of services, or things that are taken for granted when purchasing tour products [17]. Destination attributes are notable sources, as the enticement, at destination [18],[19]. Destination attributes are determined as external factors motivation even though each destination owns its attributes. Thus, tourist might get interested not only for extrinsic motivators, but also their previous experiences [10].

Heritage destination attributes, supporting factor, is a feature or service to complement main benefits of a product or service offered within the heritage tourism for example, historical buildings, museums, architectures, cultures, music, food, so that tourists are interested to visit and they could experience customer satisfaction or dissatisfaction. Present study applies Heritage destination dimension attributes of [20] which include heritage attractiveness, facilities and service at heritage sites, and heritage interpretation.

Customer satisfaction is a representation of company's success. Focusing on customer satisfaction will result in long-term benefits [21]. Customer satisfaction is the overall attitude that is demonstrated by customers over the goods or services after they obtain and use them. This notion might affect the relationship between the customer and the company for the long term [22]. Present study employs [23] to measure satisfaction by comparing expectation and perception.

To identify crucial performance factors used, that are depicted by an organization to meet the satisfaction, consumers can use adopt the quadrant analysis or Importance Performance Analysis (IPA). This quadrant analysis, was firstly introduced by John A. Martilla dan John C. James in 1977, is a technique for analysing performance factors that needs to be applied to meet customers' satisfaction. Kozak and Rimington suggest that dominant attributes at one destination is important to count of whole tourists' satisfaction. Thus, the intensity of re-visit is brought up [17].

Many research of relationship between Heritage Destination Attributes with Customer Satisfaction have been conducted by several researchers. Peleggi, for example, explores the relevance of heritage tourism object in Thailand for international and domestic tourists. The results show that the attributes that gratify tourists include villages and traditional shrines. Sofield Li concerns on Chinese culture tourism. This study shows that cultural and historical events, traditional festivals, historic sites, beautiful location, beautiful architecture, and cultural village are tourists' gratifying attributes. Another study has been done by Janiskee, which investigates important attributes, namely traditional ceremonies, music, dances, craftwork, food, historic homes, and direct experience of the traditional life [24].

To analyse the relationship between heritage destination attributes and customer satisfaction, present study provides three:

- H1: Heritage Attractiveness of palace in Cirebon positively relates to the Customer Satisfaction
- H2: Facilities and Service at Heritage Sites Attractiveness of palace in Cirebon positively relates to the customer satisfaction
- H3: Heritage Interpretation of palace in Cirebon positively relates to the Customer Satisfaction

### III. RESEARCH METHOD

Present study consists of two variables, first is independent variable, or heritage destination attributes (X) which involves three dimensions: 'heritage attractiveness'; (X1), 'facilities and service at heritage' (X2);, 'heritage interpretation' (X3). Second, dependent variable that representation of customer satisfaction (Y). Present study will be observing the influence within variables of heritage destination attributes (X) and customer satisfaction (Y).

This study is categorized as descriptive and verificative, along with explanatory survey and cross sectional approach research method. The sample of this study involves as 71 respondents, there are in Kanoman Kaprabonan and Kacirebonan Palace.

Secondary data is the source the information, including secondary various literature, types of number written literature of books and journals websites, also Youth, Sports and Cultural Services in Cirebon

#### IV. FINDINGS

##### A. An overview towards the implementation of Heritage Destination Attributes at palaces in Cirebon

The responses show that heritage destination that is attributed at palaces in Cirebon has total score 4808 ; 18 items in all questions. Sub-variables that has the highest total number is heritage interpretation with a percentage of 34%. this is due to the original purpose of tourists is add insight, travelers who want information about past stories about the history of the there in the Palace so that it is to be the main factor of his appeal, can digest clearly and adds insights from their tourist activities.

In line with research conducted by the Vong and Ung, 2012, they found that the heritage interpretation has a high value among other dimensions, because according to them that travelers who visit to tour the heritage already have a different orientation than just the look but the tourists want to add their insights so that the importance of absorbing information available tours [20].

While both sub other variables i.e. heritage attractiveness, and facilities and service at heritage sites has a value that is well balanced with a percentage of 33%, this is due to the attraction that have not been fully developed on each of the Palace. Facilities and services its enough to support the tourist activity but it should be developed more.

##### B. An overview towards Customer Satisfaction Against Heritage Destination Attributes at palaces in Cirebon

The satisfaction of tourists satisfaction against heritage destination attribute that has the highest value is service at heritage facilities sites with percentage values of 89%, this is due to the facilities and services in accordance with the expectations of the respondents perceived their existing facilities where in palace was enough to support for sightseeing, the condition of the facilities is still viable, the ease of reaching the Palace at one with Another Palace is considered easy due to the layout of the adjacent Royal Palace as well as the presence of traditional markets, Many sellers of souvenirs shops that make travelers feel satisfied at the time of visit. In line with [18] and [10] who found that facilities and service are in the environment of the attractions being the most high value and penitng as well as tourist satisfaction can affect positively, couldn't know the story behind these existing buildings.

##### C. Importance Performance Analysis

Importance performance analysis test is applied to find out the importance manager performance at palaces in Cirebon from visitors' perspective (satisfaction). The results will be in the form of matrix, consisting of four quadrants. Each quadrant describes the scale of priority in taking the good policy of maintaining or improving performance for visitors' satisfaction.

Importance performance analysis on performance manager in existing palaces in Cirebon city was obtained by the intersection of X axis (Perceived) for 4.30, and y-axis (Importance) 3.76. that the attributes that are in kuadaran A are item no 3 diversity museum collections, 4 treatments of museum collections, 11 environmental hygiene, 12 the completeness of facilities at the Palace, 13 the feasibility condition of facilities, 3 keberagaman koleksi museum , 4 perawatan koleksi museum which means the attributes considered important by tourists but not done well by the Manager so that performance must be improved.

Attributes are in B quadrant are item 10 security of surroundings of the Palace, 5 availability of information on museum collections, 17 the ability in presenting information guide 18, tour guides and hospitality items into 2 buildings form the uniqueness, which means the attribute is considered important by travelers who already satisfy the customers and have been conducted by the Organizer so that performance must be maintained.

In quadrant C there are items no 7 the grandeur of the building, 8 diversity collection of gallery and 9 the comfort of the galery, which means that the attribute considered less important for tourist and is not conducted by the Organizer so that performance must be improved.

While in quadrant D, there is attribute to 1 interesting of the pattern of building, 14 ease of reaching the Palace, 16 the suitability of the information obtained with the real circumstances, 6 buildings and authenticity, 15 ease shopping finds , meaning that less is considered important by the Manager but performed with the exaggerated.

##### D. The Hypothesis Testing Through Simultaneous Significance Tests (Test F)

Test results show that the simultaneous values of  $f_{hitung}$  6,350 is the value of the correlation of each dimension of the heritage destination attributes (X) toward customer satisfaction (Y) simultaneously with the level of probability of sig. 0.000. If compared  $f_{hitung}$  6.350 with  $f_{tabel}$  2,62 means that every dimension of heritage destination attributes simultaneously have significant influence towards customer satisfaction.

Value  $f_{hitung} > f_{tabel}$  means  $H_0$  rejected and  $H_a$  accepted.  $H_a : f_{hitung} > f_{tabel}$  this means that there is a significant influence between the heritage destination attributes variable on customer satisfaction in the courts in Cirebon City.

##### E. Hhypothesis testing through Partially Significance Test (test t)

Partially, the influence of hypotheses between the variable X i.e. heritage destination attributes towards customer satisfaction. To find out  $t_{tabel}$  on the degree of freedom with significance level using alpha = 10% use a test of the two sides into 5% with the retrieved  $t_{tabel}$  obtained 1,965 By

comparing the  $t_{hitung}$  and  $t_{tabel}$ , then it can be summed up as follows:

1. There are no significant effects between the dimensions of heritage attractiveness towards customer satisfaction with significance value  $0.107 > 0.05$  and  $t_{hitung} 1,615 > t_{tabel} 1,965$  so  $H_0$  is accepted and  $H_1$  is rejected.
2. There are no significant effects between the dimensions of *facilities and service at heritage sites* towards customer satisfaction with significance value  $0,864 > 0,05$  dan  $t_{hitung} 0,172 > t_{tabel} 1,965$  so  $H_0$  is accepted and  $H_1$  is rejected.
3. There is a significant influence between the dimensions of heritage interpretation of customer satisfaction with a significance value  $0.001 < 0.05$  and  $t_{hitung} 3,125 > t_{tabel} 1,965$   $H_0$  is accepted and  $H_1$  is rejected.

Based on the explanation above, from all three dimensions of destination attributes, the dimension that influences visitors' satisfaction significantly is only heritage interpretation, due to information comprehensiveness and trained-tour guide hospitality. Well interpretation of heritage will empower visitors' satisfaction. In contrast, unfortunately, heritage attractiveness, facilities and service does not contribute notable influence to visitors' satisfaction because of lack of rejuvenation in some palaces. In addition. the low rate of heritage attractiveness is caused by obstructed access to the sites. Unlike [25]'s observation, they claim that heritage attractiveness shows the highest score among all dimensions. That is to say, heritage with its royal family is the most chosen by the visitors.

## V. CONCLUSION

Based on respondents' reponses, the concept of heritage destination attributes that is clasified into the highest one is heritage attractiveness, facilities, and services. This fact means the attributes at palaces have influenced visitors positively and supported main services benefit, as the implementation of heritage concept. The high number also shows that visitors have rated fairly.

Visitors' responses towards customer satisfaction at palaces in Cirebon is in the level of extremelly satisfied due to sub-variables that have been impemented in palaces. The attractive points are for buildings, along with their cultural and historical story.

Heritage dimension attractiveness, facilities and service at heritage sites, and heritage interpretation, which is included in heritage destination attributes dimensions, have simultaneously have influenced visitors' satisfaction. However, partialy among those three dimensions, heritage interpretation has great influence to visitors' satisfaction.

Based on the results, present study recommends some points as following:

Since the highest rate of heritage destination attributes is in the dimension of heritage interpretation and heritage

attractiveness and facilities, the recommendation is dedicated for the administrators to improve museum's collection tendance, facilities completeness as well as provided information at each building.

Even though the level of satisfaction has reach peak of extremly satisfied, other dimension still needs to be considered, that is heritage interpretation. It gains lowest number comparing to two other dimensions. Therefore, it will be better if the interpretation at each building is improved, as well as the historical objects in museum. This will facilitate visitors when they are not accompanied by a tour guide. This interpretation of building will also enhance visitors' insight towards history, and make them enjoy the tourism.

Heritage destination attributes simultaneously have significant influence towards customer satisfaction, yet in the third indicators i.e. heritage attractiveness, facilities and service at heritage sites and heritage interpretation, only the heritage interpretation shows partial influence towards visitors' satisfaction. Thus, the additional new attractions will give more without removing the heritage, such as making batik, performing dance, or playing traditional music. Futhermore, palaces also needs a rest area for visitors due to thermal weather.

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