

Do Attractions Give Tourists Satisfaction?

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Abstract—This research aims to identify the impact of tourist’s attraction and Tourists satisfaction on revisit intention. The object for this research is Ragunan Zoo at DKI Jakarta Province. Quantitative-descriptive approach has employed in this study. The questionnaire has distributed to 190 respondents. Thus, SEM-PLS have adopted to run data analysis. This research finds that tourist satisfaction have been significantly influence on revisit intention of Ragunan Zoo. But, tourist’s attraction hasn’t been significantly influence on revisit intention of Ragunan Zoo. And, tourist attraction has been significantly influence on tourist satisfaction of Taman Margasatwa Ragunan.

Keywords: *tourists attraction, tourists satisfaction, revisit intention, zoo, Jakarta, man-made tourist destination*

besides the National Monument, Thousand Islands, TMII, Ancol Dreamland and Dunia Fantasi. Ragunan Zoo has an area of around 140 hectares, with this vast zoo of animals being the second largest zoo in the world after those in Canada. The Ragunan Zoo was founded in 1864 and has a collection of more than 295 species and 4040 specimens, and continues to grow. Ragunan Zoo Jakarta is one of the family's favorite man-made tourist destinations, especially for residents of Jakarta and surrounding areas.

Jakarta also has 8 leading man-made tourist destinations, with the number of visitors, most of which continue to increase each year but not too high. Since 2012 Ragunan Zoo has only received tourist visits with an average of around 3-5 million visitors, as can be proven in table 1:

I. INTRODUCTION

Ragunan Zoo is one of the zoos in Indonesia which in the city of Jakarta, is one of the man-made tourist destination

TABLE I. NUMBER OF TOURIST VISIT TO FAVOURITE MAN-MADE TOURIST DESTINATION 2012-2016

Tourist Attraction	Year				
	2012	2013	2014	2015	2016
Taman Impian Jaya Ancol	15.848.956	15.948.829	16.085.604	16.661.517	17.850.284
TMII	4.726.273	4.483.847	4.587.735	5.575.905	4.977.704
Ragunan	4.283.895	3.681.968	4.100.570	5.157.035	5.177.877
Monumen Nasional	1.441.346	1.380.868	1.156.208	1.539.195	1.878.155
Museum Nasional	175.397	169.527	245.848	266.359	380.762
Museum Satria Mandala	44.432	46.002	38.756	49.964	37.969
Museum Sejarah Jakarta	428.397	371.467	196.433	535.144	733.921
Pelabuhan Sunda Kelapa	35.764	40.210	50.779	63.220	43.398
Sum	26.984.460	26.122.718	26.461.933	29.848.339	31.080.070

Source BPS Jakarta in figures 2017

Based on the results of the pre survey data in 2017 out of 20 respondents who had visited Ragunan Zoo felt that there was a high attraction in Ragunan Zoo, when viewed from the results of pre-survey data which showed that 80% of respondents had visited Ragunan Zoo more than 2 visits, if it was concluded that 80% of respondents showed satisfaction at previous visits which led to a repeat visit to Ragunan Zoo.

A. Problems

The formulation of the problem in this study is as follows: How is attraction, tourist satisfaction and re-visit intention are interconnected in the attractions of Ragunan Zoo?

B. Objectives

The objectives to be achieved in this study are to find out, analyze, conclude and provide suggestions regarding how tourist attractions, tourist satisfaction and re-visit intention are interconnected in term to visit Ragunan Zoo?

II. LITERATURE REVIEW, CONCEPTUAL FRAMEWORK AND HYPOTHESIS

A. Tourism Marketing

In general, the definition of tourism marketing proposed by Yoeti in Muljadi, is all activities to bring together demand

(supply) and supply (supply), so that the buyer gets the maximum profit with the minimum risk [1].

Before conducting a marketing program there must be commitment from all related elements that tourism is an economic sector that is quick yielding and an agent of development for the region [2].

Wahab, et al. in Yoeti, provide limits on tourism marketing, as follows [2]:

- A management process carried out by the National Tourism Organization in collaboration with private tourism organizations, PHRI, ASITA, and other parties.
- Identify groups of tourists who already have the desire to travel (actual demand) and groups of tourists who have the potential to travel in the future (potential demand).
- Communicate and influence the desires, needs and motivations of tourists towards those who are liked or disliked, both at the local, regional, national or international level.
- Providing tourist objects and attractions that is suitable for tourists to achieve satisfaction.

An effective marketing information system can be of high value to a tourism organization by developing a modern planning system by setting goals each year and expected achievements at the end of a period from a long-term plan [2].

B. Consumer Behaviour

Engel et al. in Sopiah and Sangadji, consumer behavior is an action that is directly involved in the acquisition, consumption, and finishing of a product or service, including the process that precedes and follows the action [3]. According to Griffin in Sopiah and Sangadji, consumer behavior is all activities, actions, and psychological processes that encourage these actions at the time before buying, when buying, using, spending products and services after doing the above or evaluating activities [3]. According to Hasan, consumer behavior is the study of the processes involved when individuals or groups choose, buy, use, or manage products, services, ideas or experiences to satisfy the needs and desires of consumers [4].

According to Sopiah and Sangadji concluded that consumer behavior is [3]:

- The discipline that studies the behavior of individuals, groups or organizations and the processes used by consumers to select, use products, services, experiences (ideas) to satisfy the needs and desires of consumers, and the impact of these processes on consumers and society.
- Actions taken by consumers in order to achieve and fulfill their needs both in the use, consumption, and the exhaustion of goods and services, including the decision process that precedes and follows.
- Actions or behaviors carried out by consumers that begin by feeling the need and desire, then trying to get

the desired product, consume the product, and end with post-purchase actions, namely feeling satisfied or dissatisfied.

C. Re-visit Intention

The intention to re-purchase is defined as repurchase intention, which is a strong desire to repurchase [5]. According to Miller, Glawter, and Primban in Basiya and Rozak defining purchase intention is a person's mental state that reflects a plan to take several actions within a certain period of time [5].

D. Tourist Attraction

Attraction or tourist attraction due to Yoeti is anything that can attract tourists to visit a tourist destination, such as: (a) Natural attraction: landscape, seascape, beaches, climate and other geographical features of the destinations. (b) Cultural attractions: history and folklore, religion, art and special events, festivals. (c) Social attractions: the way of life, the resident populations, languages, opportunities for social encounters. (d) Built attraction: building, historic and modern architecture, monuments, parks, gardens, marinas, etc. [2].

In this study tourist attraction was measured by 3 indicators in Sayangbatti and Baiquni, including [6]:

- Attractions, everything that can make tourists interested in coming, or better known as a tourist attraction found in a destination.
- Complete facilities, all kinds of facilities or supporting facilities needed by tourists in order to enjoy tourist objects and attractions in a destination.
- Accessibility, all forms of transportation facilities, both transportation modes and supporting infrastructure that ensure the convenience of tourists to reach tourism objects.

E. Customer Satisfaction

Satisfaction has become a central concept in marketing theory and practice, and one of the essential goals for business activity. Edvardsson revealed that tourist satisfaction contributes to a number of crucial aspects to create customer loyalty [7]. Whereas According to Day quoted by Tjiptono states that "Customer satisfaction or dissatisfaction is the response of the customer to the evaluation of discrepancies or disconfirmations felt between previous expectations (or other performance norms) and the actual performance of products that are felt after use" [8]. Dissatisfied customers will react with different actions.

Based on the description above, it can be concluded that the dissatisfaction felt will cause a reaction from the customer. Some of the reactions caused can also be used as motivation for companies or organizations to improve the quality of services provided.

F. Conceptual Framework

Based on the literature review and previous research, the research formulates the thought framework as follows:

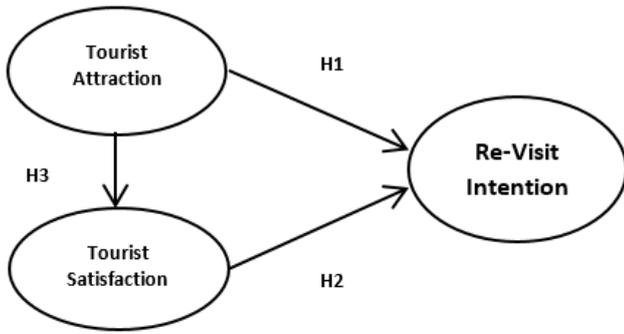


Fig. 1. Conceptual framework.

III. RESEARCH METHOD

A. Time and Place of Research

The subjects used by researchers were tourists in the Meruya Selatan village who had visited Ragunan Zoo. The research process requires research time from August 2017 to January 2018.

In the preparation of this study researchers used a causal analysis method. Research conducted to find out about the effect of one or more independent variables (independent variables) on the dependent variable (dependent variable).

B. Analysis Method

1) IBM SPSS statistic 21

a) *Descriptive analysis*: Descriptive analysis is used to describe data statistics such as, minimum, maximum, mean, sum, standard deviation, variance, range, and so on. In addition, to measure data distribution with skewness and kurtosis [9].

2) *SEM (Structural Equation Modeling) – PLS (Partial Least Square)*: The method of data analysis in this study uses component or variance based Structural Equation Modeling (SEM) where the data processing program uses Smart-Partial Least Square (Smart-PLS) version 3.0. PLS (Partial Least Square) is a model of variance based SEM. PLS is intended to cause causal analysis in situations of high complexity and low theoretical support [10]. The testing steps are carried out as follows [10]:

a) *Measurement (outer) model*

- Convergent Validity
- Discriminant Validity
- Average Variance Extracted (AVE)
- Composite Reliability dan Cronbach Alpha

b) *Structural model test or hypothesis test (Inner model)*: Testing the inner model is the development of models based on concepts and theories in order to analyze the relationship between exogenous and endogenous variables described in the conceptual framework. Testing of the structural model is done by looking at the R-square value which is a goodness-fit model test.

IV. RESULTS AND DISCUSSION

A. Evaluasi Measurement (Outer Model)

1) *Convergent validity*: Convergent Validity testing is used for each construct indicator to produce an output that meets the Convergent Validity Test requirements.

2) *Discriminant validity*

TABLE II. DISCRIMINANT VALIDITY (FORNELL LARCKER)

	Tourist Attraction	Tourist Satisfaction	Re-visit Intention
Tourist Attraction	0.801		
Tourist Satisfaction	0.170	0.825	
Re-visit Intention	0.117	0.417	0.724

Source: Output PLS

Each latent variable has good discriminant validity where some latent variables still have a measure that correlates highly with other constructs.

a) *Average Variance Extracted (AVE)*

TABLE III. RESULT AVERAGE VARIANCE EXTRACTED (AVE)

Variable	Average Variance Extracted (AVE)
Tourist Attraction	0.642
Tourist Satisfaction	0.681
Re-visit Intention	0.525

Source: Output PLS

Based on table 3, the construct in the model estimated meets the criteria of discriminant validity.

b) *Composite reliability and Cronbach's Alpha*

TABLE IV. RESULT OF COMPOSITE RELIABILITY DAN CRONBACH'S ALPHA

Variabel	Composite Reliability	Cronbach's Alpha
Tourist Attraction	0.842	0.731
Tourist Satisfaction	0.950	0.941
Re-visit Intention	0.845	0.771

Source: Output PLS

Based on table 4 it was concluded that, the questionnaire used as a research tool was reliable or consistent.

B. Structural Model/Hypotesis Test (Inner Model)

1) *R-square value*: Look at the R-Square value which is a goodness-fit model test.

TABLE V. R² VALUE ENDOGEN VARIABLES

Endogen Variables	R-square
Tourist Satisfaction	0.029
Re-visit Intention	0.176

Source: Output PLS

From table 5 above, it can be seen that the R-square value of the endogenous variable Re-Visit Intention is 0.176, which means that variability in Re-Visit Intention can be explained by the two variables in the model namely Tourist Attraction and Tourist Satisfaction of 17.6% while 82.4 % is explained by other variables not examined in this model. Then the R-square value of the endogenous variable of Tourist Satisfaction is 0.029 or 2.9% while 97.1% is also explained by other variables not examined in this model.

2) *Goodness of fit model:* Testing the structural model of Goodness of Fit on the inner model uses predictive relevance (Q2). The R-square value of each endogenous variable in this study can be seen in the following calculation:

The calculation results obtained predictive relevance value of $0.029 > 0$ and $0.176 > 0$. That means that 2.9% variation in the Tourist Satisfaction variable and for the value of 17.6% the variation in the Re-Visit Intention variable (dependent variable) is explained by the variables used thus the model is said to be feasible to have relevant predictive value.

3) *Hypothesis testing results (Estimated path coefficient):* The estimated value for track relationships in the structural model must be significant. This significant value can be obtained by the bootstrapping procedure. Due to the significance of the hypothesis by looking at the parameter coefficient value and the t statistic significance value in the algorithm bootstrapping report. To find out significant or not significant seen from t-table at $\alpha 0.05 (5\%) = 1.96$. Then t-table is compared with t-count (t-statistic).

TABLE VI. RESULT HYPHOTESIS TEST

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
DT - > KW	0.170	0.176	0.076	2.229	0.026
DT - > MK	0.048	0.059	0.075	0.639	0.523
KW -> MK	0.409	0.418	0.073	5.596	0.000

Source: Output PLS

From table 6 above, several things are explained as follows:

- Tourist Attraction does not have a significant effect on Re-visit Intention. In this case, perhaps a repeat visit by tourists is not necessarily due to the presence of tourist attractions but other things that can determine this tourist will make a repeat visit for example such satisfaction with the tourist visit.
- Tourist Satisfaction has a significant effect on Re-visit Intention and the hypothesis is accepted, stating that if a tourist has a good level of satisfaction on tourist visits, it is likely that the traveler will have plans for the next visit, and vice versa if the satisfaction cannot be felt by tourists will discourage him from making a return visit to the tourist attraction.

- Tourist Attraction has a significant effect on Tourist Satisfaction and the hypothesis is accepted, which can be concluded that a tourist attraction if it has an attraction that can attract tourists, of course, tourists will have their own satisfaction with tourist attractions received, and if attraction or tourist attraction is not owned by a tourist attraction, tourists will feel bored when making a tourist visit.

C. Discussion

1) *Effect of tourist attraction on re-visit intention:* Based on the hypothesis test in this study, it shows the results that tourist attraction does not have a significant effect on re-visit intention. The results of this study are not in line with the research conducted by Basiya and Rozak which shows the results that tourist attraction has a positive and significant effect on re-visit intention, but in this study tourist attraction factors did not prove significant, Ragunan Zoo did have attractions interesting tourism but in the results of this study the researchers concluded that these factors are not the main thing that can foster the interest of tourists to revisit Ragunan for future visits, but if tourist attraction is mediated by satisfaction the intensity of interest in repeat visits will certainly arise from tourists [5].

2) *Effect of tourist satisfaction on re-visit intention:* Based on the hypothesis test in this study, the results show that Tourist Satisfaction has a significant positive effect on Re-visit Intention. The results of this study reinforce the research conducted by Mulyana and Ayuni showing that there is an influence given by the Tourist Satisfaction variable on the Re-Visit Intention variable, because growing tourist satisfaction is an important factor that must be considered for a tourist attraction, if satisfaction is not created by tourists, tourists are reluctant to revisit the tourist attraction [11].

3) *Effect of tourist attraction on tourist satisfaction:* Based on the hypothesis test in this study, shows the results that tourist attraction has a significant positive effect on tourist satisfaction. The results of this study reinforce the research conducted by Nurlestari which shows that there is an influence of tourist attraction on tourist satisfaction, because a tourist attraction must have an attractive tourist attraction and this is a factor that can foster satisfaction for a tourist when making a visit tourism, and vice versa if tourists do not get interesting tourist attractions, of course, tourists will feel bored when making tourist visits [12].

V. CONCLUSIONS AND SUGGESTIONS

A. *Conclusions*

After the researchers carried out the research and discussion in the previous chapter regarding the Effect of Tourist Attraction and Tourist Satisfaction on the Re-Visit Intention the Ragunan Zoo, the following conclusions could be taken:

- The results showing that the tourist attraction variable does not significantly influence the re-visit intention to Ragunan Zoo. That in this study the tourist attraction

factors did not prove significant, Ragunan Zoo did have interesting tourist attractions but in the results of this study the researchers concluded that these factors were not the main thing that could foster tourists' re-visit intention Ragunan Zoo for future visits, but if tourist attraction mediated by the satisfaction of the intensity of interest in repeat visits will certainly arise from tourists.

- The results showing that the Tourist Satisfaction variable has a significant effect on the re-visit intention to Ragunan Zoo. So it can be concluded that growing tourist satisfaction is an important factor that must be considered for a tourist attraction, if satisfaction is not created by tourists, then tourists are reluctant to revisit the tourist attraction.
- The results showing that the tourist attraction variable has a significant effect on tourist satisfaction in Ragunan Zoo. So it can be concluded that a tourist attraction must have an attractive tourist attraction and this is a factor that can foster a sense of satisfaction for a tourist when making a tourist visit.

B. Suggestions

Based on the results of the study, the suggestions that can be given are as follows:

1) *Advice for attractions:* In this study, it was found that:

- In the Tourism Attractiveness variable, the answer value of the smallest respondent is the second indicator, namely: "Ragunan has complete facilities for visitors". That is, for some respondents feel that the facilities contained in Ragunan Zoo are still not satisfactory for some visitors. Therefore, the advice to be taken into consideration for Ragunan Zoo is to develop facilities that are deemed necessary or build new facilities that may not have been created in Ragunan Zoo, so that tourists can be more facilitated in conducting tourist re-visits.
- On the Tourist Satisfaction variable, the value of the respondent's smallest answer is the tenth indicator, namely: "Ragunan Zoo has service facilities for visitors". That is, some respondents believe that visitors have not received satisfactory services for tourists. And the next consideration for Ragunan is to improve better

service so that tourists can feel the tourist visit is more satisfying because of the services provided.

2) *Suggestions for further research:* For further research, it can be seen from the R-square test results that only 17.6% of the influence of tourist attraction and tourist satisfaction on Re-visit Intention to Ragunan Zoo, suggestions that can be considered for further research that want to research can add samples to be more accurate, conduct research in other tourist objects with different respondent characteristics and can be used as a reference to examine variables that have not been explained in this study, such as motivation variables, perceived value, and service quality variables.

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