

The Determinants of Cultural Tourism Attractions Based on Tourist Satisfaction in the Sundapolis Area, Bandung City

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Abstract—In Local Regulation of Detailed Spatial Plans and Zoning Regulation for Bandung City, Ujungberung and Cibiru Sub-District are planned as The Sundapolis Area. The Sundapolis area focuses on the development of Sundanese Community-based Cultural Arts. Several cultural attractions have operated. However, these attractions have not yet developed, marked by a small number of visitors and cannot compete with other attractions in the city of Bandung. The purpose of this study was to identify the factors that were the main attraction of cultural tourism in the Sundapolis area and its influence on tourist satisfaction. This type of research is quantitative research using regression analysis. The results of the study were the identification of cultural tourism attraction factors and their correlation to tourist satisfaction, so they can be an input in efforts to develop and organize cultural tourism attractions that accommodate tourist satisfaction. Based on the results of the analysis, costs (X4) is the variable that most influences tourist satisfaction.

Keywords: *attractiveness, cultural tourism, tourist satisfaction*

I. INTRODUCTION

Tourism activities in the city of Bandung have been a major sector since 1920, and are increasingly developing, especially after the Cipularang Toll Road was built that connects the City of Bandung and Jakarta. Index Bandung tourism became one of the highest in Indonesia, which reached 95.30 or higher of the City Tourism Index Denpasar to Yogyakarta with 87.65 and 85.68 Tourism Index [1]. Bandung City is a strategic location for other city tourists to spend their vacation time, Bandung City is a pleasant city for recreation, especially for tourists from various cities who use their time to relax in Bandung, this shows that Bandung has great potential for tourism product development. Tourism in the city of Bandung has become a mainstay sector in increasing Local Revenue through its tourism facilities and objects [2]. Tourism is 'profoundly' important for economic development through its effects on employment, exports, stimulation of infrastructure provision, generation of tax income and the promotion of peace [3].

One of the efforts of the Bandung City Government in developing tourism products is by adding new tourist destinations based on cultural tourism. Culture is a holistic

field of study that has the potential to be optimized not only for sources of income but can be used as a source of economic, social, legal awareness, ecosystem or environmental control. The development of Bandung's cultural tourism destination is carried out in the eastern part of Bandung, concentrated in Cibiru Sub-District and Ujungberung Sub-District, where East Bandung has 80% of the potential of traditional Sundanese art traditions including dance, wrestling, music, and Sundanese traditions can be found.

In Local Regulation of Detailed Spatial Plans and Zoning Regulation for Bandung City, Ujungberung and Cibiru Sub-District are planned as The Sundapolis Area. The Sundapolis area focuses on the development of Sundanese Community-based Cultural Arts. Sundapolis is a spatial model based on Sundanese local wisdom in an effort to prevent natural and cultural damage in East Bandung. Several cultural attractions have operated, "Alun-alun Ujungberung", "Kaulinan Pasir Kunci", Pasirwangi Selfie Park, and "Teras Cibiru". The tourist attractions that display the richness of Sundanese culture and art that have been routinely held, such as the annual event "Syukuran Lembur Adat Pasanggrahan", the tradition of "Gerebeg Combring & Manglayang Midang Festival", Jampana Festival, and Benjang martial arts shows. However, some attractions are lacking in visitors and cannot compete with other tourist destinations in Bandung. Efforts must be made for planned and systematic development and structuring, so that cultural tourism objects in East Bandung can become more desirable destinations.

The purpose of this study was to identify the factors that were the main attraction of cultural tourism in the Sundapolis area and its influence on tourist satisfaction. Tourist satisfaction is the extent of the tourist's fulfillment pleasure which occurred from the trip experience about a product or service feature that fulfills the tourist's desires, expectations and wants in association with the trip [4]. Tourist satisfaction is the crucial aspect in order to compete in the tourism industry, and measuring tourist satisfaction is very important for the destination marketers or developers because the tourist satisfaction is directly linked to the destination choice, the consumption of product and service, and also repeat business [5]. The benefits obtained from this research are

recommendations for the government of Bandung, especially in the effort to develop and organize cultural tourism destinations that accommodate tourist satisfaction.

II. METHOD

The approach used in this research is a quantitative approach using multiple regression analysis. This data analysis uses tools such as SPSS for windows version 16.0. Regression analysis is used to determine the direction of the relationship between a set of independent variables (X) and the dependent variable (Y). The variable X is a set of tourist attraction variables, while the Y variable is tourist satisfaction. In this study, the quantitative study is used in form of questionnaire. Questionnaire is used by the author to gain the data from the tourist who were visiting tourist attraction in Sundapolis Area. A tourist attraction is a place of interest where tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement [6]. Satisfaction is determined by the consumers' perceptions of the service and attention they receive from the representative of the service company with whom they are dealing [7]. The stages carried out in this study are:

- Preparation Phase, which includes team consolidation, survey preparation such as data requirements, survey instrument, etc.
- Data Collection Phase, including detailed survey activities and literature review.
- Analysis Phase, including data processing and analysis the determinants of cultural tourism attractions based on tourist satisfaction using multiple regression analysis.
- Final Phase, conclude and provide recommendations.

III. RESULTS AND DISCUSSION

A. Bandung Tourism Development Policy

Based on the Bandung City Regulation Number 01 year of 2013 concerning the Master Plan of Regional Tourism Development for 2012-2025, it is stated that the vision of the Tourism Development of the City of Bandung is as a Creative, Cultured, and Noble.

East Bandung is included in the Ujungberung Traditional Cultural Tourism area, including The primary tourist attractions are Pasanggrahan Cultural Arts Area, Pasir Kunci Traditional Art Area, Manglayang Integrated Tourism Village, bamboo and kendang art instrument industry, Sundanese traditional art activities in Pakemitan, Cinambo District; and Secondary tourist attractions are the Pasanggrahan and Cilengkrang Agro Tourism.

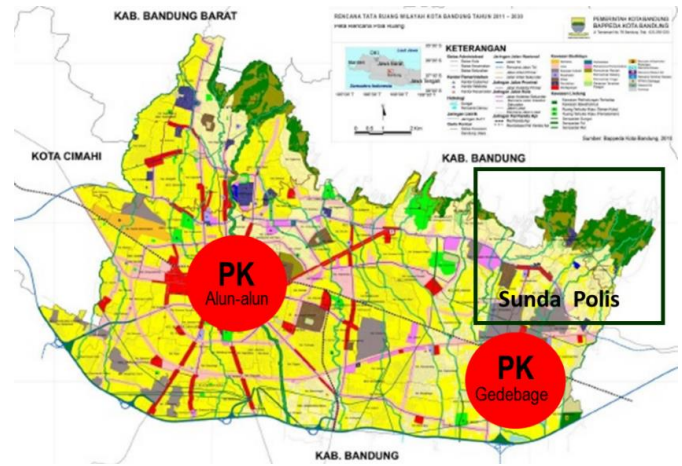


Fig. 1. Position of Sundapolis area in Bandung City spatial structure plan.

The policy was strengthened by the existence of Local Regulation of Detailed Spatial Plans and Zoning Regulation for Bandung City, Ujungberung and Cibiru Sub-District are planned as The Sundapolis Area. The Sundapolis area focuses on the development of Sundanese Community-based Cultural Arts.

B. The Conditions of the Sundapolis Tourist Destinations

Of the several cultural tourism destinations in the Sundapolis Area, only 3 (three) tourist destinations have operated, Ujungberung Square, Pasir Kunci Tourism Village, and Cibiru Cultural House. Meanwhile Pasanggrahan Agro Tourism and Cilengkrang Agro Tourism are still under construction.

Ujungberung Central Plaza. There is an annual festival which is held once a year (October - November), which is the Ujung Berung Festival, which presents activities of 15 types of Sundanese art, including reak, karinding, benjang, calung, reog, pencak silat, “kuda renggong”, and others. The number of visitors for the Weekdays is estimated at more than 100 people per day, Weekends more than 200 people / day, and this number increases if there are activities in the form of festivals or certain events, the number of visitors can reach thousands of people. On weekdays visitors usually come in the morning and evening.



Fig. 2. Ujungberung festival.

The facilities of the Ujungberung Square are Jogging Track with a length of about 50 meters, this jogging track is quite comfortable to use for visitors. The material used is in the form of compacted clay. Gazebo. There are two gazebos that can be enjoyed by visitors. Located in the north and south corner of the square, this place is very nice to enjoy. Children's Play

Areas. Amphitheater. This stage is usually used for art or music performances. In addition, puppet shows are also often held. Seating with a capacity of around 500 people. There are elongated shapes, such as cafe tables, and stadium seats.



Fig. 3. Gazebo and children's play areas.

Kaulinan Pasirkunci Tourism Village. Pasirkunci Tourism Village or Kaulinan Pasir Kunci is located at the foot of Mount Manglayang, bordering Bandung City and Bandung Regency, can be reached only two kilometers in the direction of Nagrog Road. Visitors can enjoy views of the city of Bandung from a height of about 800 meters above sea level. Enjoying the cool air under the foot of Mount Manglayang accompanied by performances from children around who play traditional games. You can also take pictures with the background of the city of Bandung. Many tourists visit on weekends, in a month the visitors who come are estimated at 300-350 people.



Fig. 4. Amphitheater and Perepet Jengkol sculpture.

Activities or events carried out in this tourist area are performing arts such as puppet shows, art education training, kaulinan / art festivals. The Pasir Kunci tourism village as a cultural tourism destination is reflected through a number of sculptures that have a Sundanese philosophy. For example, the statue of Prepet Jengkol symbolizes togetherness. In addition, there are also facilities such as parking, halls, mosques, rooms, security posts, and amphitheater.

Cibiru Cultural House. The Cibiru Cultural House is a center for the development of arts and culture, designed as a tourist destination and was built in mid-2018. Various facilities are provided in this 5,600 square meters area. A number of spaces have been prepared to hold art events such as equipment manufacturing rooms, galleries, art performance venues, pray room and underground parking lots. Visitors are free of charge when visiting the Cibiru Cultural House. Routine activities are karate training, martial arts, jaipongan with more than 30 visitors per day.



Fig. 5. Building and visitors activity in Cibiru cultural house.

C. Tourist Characteristics

Based on the results of the questionnaire, 71% of tourists who come to Sundapolis destinations have the motivation to visit for a vacation or recreation, 18% for sports, 5% for trading, 4% for rituals or culture, and the rest to do research and shopping. 48% of tourists visit Sundapolis tourist destinations more than 5 times a year, 28% visit for the first time, 16% visit 3-5 times a year and 8% visit 2 times a year. Based on the transportation used, 54% of tourists visited using private vehicles (motorbikes), 29% walked, 13% used public transportation, 3% used bicycles, and 1% used online transportation.

D. Tourist Satisfaction

Nowadays, every business owner set their key target to make their customers satisfied with their products or services, it also works in the tourism sector. The tourism department will set their target to make the tourist satisfied, because the tourist satisfaction is the main target [8]. Based on the results of the questionnaire, 56% of tourists agreed that they get new knowledge and experience about Sundanese culture after visiting the Sundapolis tourist area, 27% did not answer, 10% disagreed, and 7% strongly agreed. 53% of tourists agreed that they were very impressed and became a memory after seeing many interesting things in the Sundapolis tourist area, 24% did not answer, 14% strongly agreed, and the remaining 9% disagreed. 66% of tourists agreed that they would be back to this place at another time, 28% answered strongly agree, and the rest did not answer. 65% of tourists agreed that they would recommend people to travel to the Sundapolis area, 15% answered strongly agree, 15% did not answer (neutral), and 5% disagreed for all travel providers.

E. The Effect of Cultural Tourism Attraction Factors on Tourist Satisfaction

If seen from the motivation to visit, 71% of tourists who come to Sundapolis tourist destinations have a destination for a vacation or recreation, 18% for sports, 5% for trading, 4% for rituals / culture, and the rest for doing research and shopping. Based on regression analysis, variables X_1 Attractions, X_2 Accessibility, X_3 Facilities and Services, X_4 Costs, X_5 Promotions, X_6 Hospitality contributed 81% to tourist satisfaction. It is also known that the independent variables simultaneously have a significant effect on tourist satisfaction, because the value of sig. 0,000.

Based on the analysis, it was found that the most influential variable was the cost variable with a correlation value of 0.834; promotion variable with a correlation value of 0.661; facility and service variables of 0.63; and hospitality variables with a

correlation value of 0.553. While the variables of attraction and accessibility have a weak influence of 0.302 and 0.254. The tourist satisfaction is important because the tourist satisfaction will influence the destination choice, the consumption of product and service and the decision to return to the travel destination [9]. From the study, show that Cost Variable is the most influential variable that influence tourist satisfaction.

IV. CONCLUSION

Based on the discussion in the previous chapter, it can be concluded that:

- Factors of cultural tourism attractiveness in the Sundapolis Tourism Area include Attractions, Accessibility, Facilities and Services, Costs, Promotion, and Hospitality.
- Simultaneously the variables X1 Attractions, X2 Accessibility, X3 Facilities and Services, X4 Costs, X5 Promotions, X6 Hospitality contributed 81% to tourist satisfaction. While the remaining 19% is contributed by other factors outside the variables studied.
- The results show that the most influential variable is the variable cost with a correlation value of 0.834.

The understanding of what drives people visiting a particular area and maintaining the tourist satisfaction is very important to win the competition in tourism sector and to increasing the tourist that comes to Sundapolis Area in the following years [10].

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