Analysis of Level of Satisfaction of Tourists Against Sapta Pesona Implementation in Blimbingsari Tourism Village, Melaya District, Jembrana

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Abstract—The purpose of this study is to analyze the level of tourist satisfaction with the implementation of "Sapta pesona" in Blimbingsari Tourism Village. In addition, it is also to find out what are the top priorities that need to be improve and maintained in order to increase tourist satisfaction while they doing their activity in Blimbingsari tourism village. There are seven variables in this study which are the elements of sapta pesona, namely: security, orderliness, cleanliness, coolness, beauty, hospitality and memories. Data collection was obtained through distributing questionnaires to 40 respondents. The sampling technique used purposive sampling with a population, namely: domestic tourists and foreign tourists who stay at Blimbingsari Tourism Village. The data that has been collected were analyzed using the Importance Performance Analysis (IPA) method followed by a Cartesian diagram. From the analysis conducted, it is found that in general the tourists are very satisfied with the implementation of sapta pesona in the tourist village of Blimbingsari, with a level of conformity above 100% or equal to 104.84%. In order to further increase tourist satisfaction, the village government and tourism managers need to pay attention to the availability of souvenirs of Blimbingsari Tourism Village, and the cleanliness of the food served really needs to be improved. With the satisfaction of tourists, it is not impossible that they will visit again, and they will tell their friends, relatives or anyone who wants to travel, so that in the future the number of tourists visiting will increase, which in the end the welfare of the community can be improved.

Keywords—tourist village, service quality, satisfaction, tourists

I. INTRODUCTION

Every tourism destination, really needs to pay attention to the level of satisfaction of tourists visiting these tourism destinations. If tourists are satisfied, they are likely to come back, and even they will tell their friends or anyone who wants to travel. What is meant by satisfaction according to Kotler and Keller [1], namely the feeling of disappointment or pleasure that is felt by someone, which arises from comparing the perceived performance of the product (or results) against buyer expectations. So the main principle of tourist satisfaction is the comparison between what is expected and the level of performance perceived by tourists. This means that satisfaction is a comparison between performance and expectations, if the perceived performance of the product is higher than expectations, then tourists will be happy and satisfied. Conversely, if the perceived performance is lower than expectations, tourists will be disappointed and dissatisfied (unsatisfaction). Establishing a tourist spot must pay attention to important things in the world of tourism [2], one of which is sapta pesona. Sapta pesona is a condition that must be realized in order to attract tourists to visit an area. As stated by Hamzah and Utomo [3], Sapta Pesona is implemented to attract tourists and increase visit rates. Blimbingsari Village is one of the tourist villages that has a uniqueness that is not owned by any village in Bali which is called the Pilgrim Tour (Contactual Sunday service). This package is held once a month on the first Sunday from 09.00 - 11.00 local time. Tourists will experience firsthand the atmosphere of Christian worship, but use Balinese customs and culture, be it traditional Balinese clothing, Balinese language, and accompanying music, namely using Balinese Gamelan. Meanwhile, the current conditions seen in the 7 (seven) elements of the sapta pesona have not been maximally realized in Belimbingsari Tourism Village, there are still several elements in the sapta pesona that have not been realized by the tourism manager so that they affect the attractiveness of tourists to date. Marie Elka Pangestu revealed the importance of implementing Sapta Pesona in a tourist destination during her working visit to East Nusa Tenggara Province on August 4, 2014. She revealed that: "Development and management of tourist destinations that are safe, orderly, clean, cool, beautiful, friendly, and giving sweet memories in the hearts of tourists needs to be realized, so that tourism destinations become healthy and comfortable, become second homes for tourists, and bring quality livelihoods to local communities, " Based on the above statement, it can be argued that the implementation of Sapta Pesona really needs to be implemented because it can provide benefits in the form of a healthy and comfortable tourist destination that can become a second home for tourists, and can bring quality livelihoods to

local communities around tourist destinations. If this can be realized, it will certainly bring benefits to both the community and tourists. People can increase their income, tourists will feel satisfied, if tourists are satisfied they will likely come again and can be used as a very effective and cheap promotional media. As stated by Ratnasari [4] reveals that the creation of customer satisfaction can provide several benefits including harmonious relationships between the company and its customers, providing a good basis for repurchasing, creating customer loyalty and forming a word of mouth recommendation (word of mouth) which is profitable for the company. This is what underlying this research so that in the future Belimbingsari Tourism Village will be increasingly visited by tourists and from that the people's welfare can be improved. Based on this description, there are several things that will be revealed or the problems in this study, namely:

- What is the level of tourist satisfaction with the implementation of Sapta Pesona that has been done in the tourist village of Belibingsari?

- What efforts should the tourism manager make in increasing tourist satisfaction related to the Sapta Pesona program in Belimbingsari tourism?

II. RESEARCH METHODS

A. Location and Object of Research

This research was conducted in Blimbingsari Tourism Village, located in Melaya Subdistrict, Jembrana Regency, Bali. This village was chosen because of its uniqueness that is not owned by any village in Bali, namely the Pilgrim Tour (Contactual Sunday service) and this research is a descriptive study with quantitative data. which is the center of attention or variable is the level of satisfaction of tourists visiting the Blimbingsari Tourism Village towards the implementation of sapta pesona, namely security, orderliness, cleanliness, coolness, beauty, hospitality and memories.Population and Sample According to Sugiyono [5] population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are applied by researchers to study and then draw conclusions. Based on this definition, the population in this study is the monthly average of all tourists visiting Blimbingsari Tourism Village during the last three years. Namely as many as 200 people. The sample is part of the population that will be used as respondents in this study, the sampling technique used is purposive sampling, which means sampling based on certain considerations from the researcher. This technique is used considering the current situation, there are no tourists visiting tourism area considering the covid 19 outbreak that has hit the world where almost every country prohibits its citizens from traveling. The number of samples in this study refers to the opinion of Suharsimi Arikunto [6] if the number of subjects is more than 100 then the sample can be taken 10-15% or 20-25% or more depending on at least: the ability of the researcher as seen from time, energy and funds . Based on this, the number of samples taken was 200 X 20% x 1 person = 40 people. To get respondents,

the method is to contact visitors based on telephone numbers obtained from tourism managers consisting of 34 domestic tourists and 6 foreign tourists.

B. Data and Data Collection Methods

Data is information both in the form of numbers and in the form of explanations that are collected in order to answer problems in research. The data required is quantitative data such as the number of tourists visiting, data from the results of distributing questionnaires and qualitative data is data in the form of information such as the implementation of sapta pesona in Blimbingsari Tourism Village. There are several methods used to obtain the necessary data, namely: interviews, interviews with tourism managers, community leaders and the community. Then the questionnaire is distributed to respondents to be filled in, the next way is by documenting by studying notes or documents that are related to the object under study, and finally observing by making direct observations or going directly to the field.

C. Data Analysis

The analysis technique used in processing the data that has been collected is descriptive analysis with the Importance Performance Analysis (IPA) with the following steps: 1. Calculating the level of conformity (with IPA analysis). The level of suitability is the result of a comparison of the performance / reality score with the importance / expectation score, the formula used to calculate the level of conformity is [7]:

$$Xi / Yi \times 100\% = TKi \qquad (1)$$

Explaination:

Tki = Conformity level

Xi = Performance appraisal score

Yi = Importance rating score

1) Cartesian diagram

Cartesian diagram is a structure consisting of four quadrants bounded by two lines that intersect perpendicular to the points and, Where is the average of the average level of performance score is the average of the mean scores of the importance / expectation of all attributes.

The formula used is:

$$\overline{\overline{X}} = \frac{\sum_{i=1}^{n} \overline{x_i}}{k} \qquad (2)$$

$$\overline{\overline{Y}} = \frac{\sum_{i=1}^{n} \overline{y_i}}{k} \qquad (3)$$

K = The amount of data [7].

Furthermore, a Cartesian diagram will be used to determine the grouping of each measurement indicator in each existing quadrant such as:

- Quadrant A (top priority) shows high tourist expectations, but the performance shown by the manager is still low or unsatisfactory.

- Quadrant B (Maintain achievement) shows high tourist expectations of the application of Sapta pesona, the performance shown by the tourism manager is also high / satisfying.

- Quadrant C (low priority) shows low tourist expectations but also low performance.

- Quadrant D shows low tourist expectations but high performance.

III. RESULTS AND DISCUSSION

Primary data obtained from questionnaires distributed to respondents, before further analysis, the level of validity and reliability will be tested first.

A. Validity and Reliability Tests

Validity test means the accuracy or accuracy of an instrument in measurement. While the reliability test is used to determine the consistency of measuring instruments, whether the measuring instruments used are reliable and remain consistent if the measurement is repeated. To test the validity of an instrument, it can be done by comparing the feasibility value (r) of an instrument with the determined critical r value [8], generally critical r is used to define the validity limit of an instrument, the value is set at r = 0.3. If the r obtained is less than 0.3, the measuring instrument used is considered invalid. Conversely, if it is greater than 0.3 then the measuring instrument is considered valid.

Meanwhile, for the reliability test, Cronbach alpha will be used. A measurement is called reliable, if it can give the same or nearly the same results if the measurement is carried out repeatedly. According to V Wiratna Sujarweni, the basis for decision making in the reliability test is as follows:

- If the cronbach's Alpha value is> 0.6 then the questionnaire is declared reliable or consistent

- If the cronbach's Alpha value is <0.6, the questionnaire is declared unreliable or inconsistent

Testing the validity and reliability of the questionnaires distributed to measure the level of tourist satisfaction with the implementation of sapta pesona in Blimbingsari Tourism Village will be used spss 17. to test the validity of all indicators obtain a value greater than 0.3 means that all of them are valid while for the reliability test all indicators obtain a value greater than 0.6 means that everything is reliable.

B. Analysis of Tourist Satisfaction Level Against Sapta Pesona Implementation in Blimbingsari Tourism Village

Because all have met the requirements, the analysis is continued by looking for the level of conformity between expectations and reality or between interests and performance, if expectations are the same as reality or expectations are smaller than reality, it means that tourists are satisfied, but if the opposite happens, the expectations are greater than reality, the tourists are not satisfied with Sapta Pesona implementation. The calculation of the level of conformity can be seen in the following table 1.

TABLE I.   THE LEVEL OF CONFORMITY OF TOURIST RATINGS ON THE IMPLEMENTATION OF SAPTA PESONA IN BLIMBINGSARI TOURISM VILLAGE

No	Elements of Sapta Pesona	Average Value of Conformity Level	Information
1	Security	106,57%	Satisfied
2	Orderliness	108,91%	Satisfied
3	Cleanliness	103,94%	Satisfied
4	Coolness	112,28%	Satisfied
5	Beauty	105,49%	Satisfied
6	Friendliness	105,41%	Satisfied
7	Memories	92,83%	Not satisfied
	Average	104,84%	Satisfied

The level of total satisfaction of tourists with security in Blimbingsari Tourism Village which consists of variables, There is no disturbance by the community or certain groups while in the Belimbing Sari tourist village, There are officers who always protect tourists while traveling or doing activities, Feeling safe from threats of crime, violence such as pickpocketing, extortion and fraud, Feeling safe using the facilities and infrastructure in the Tourism Object and Feeling safe while staying at a resident's house a value of 106.57% means that the expectations of tourists based on this number have been fulfilled in the sense that they are satisfied. This is also supported by the award received as a village free of drugs and alcohol from the governor of Bali and the results of research conducted by Iwayan Ruspendi Junaedi which states that security is the main factor affecting tourists visiting Blimbingsari Tourism Village.

The level of total satisfaction of tourists with order which consists of variables, Transportation comes and leaves on time, parking areas are orderly and orderly, buildings and environments are arranged neatly and regularly, services are carried out properly and regularly, get accurate, clear and not confusing information from officers and the public and discipline in carrying out activities the value of 108.91% means that the expectations of tourists have been fulfilled because traffic jams almost never occur as well as a large parking area in several places.

The level of total satisfaction of tourists with cleanliness, which consists of variables, the village environment is very clean, free from trash, and other impurities that make me feel comfortable, the equipment and facilities are clean, such as spoons, plates, beds, and other facilities and appearance and the clothes of the officers are clean, neat and do not emit a bad odor, the value of 103.94% means that it has exceeded the expectations of tourists, this is because the community pays great attention to cleanliness, they carry out village cleaning once a month together.

The level of total satisfaction of tourists to the coolness which consists of variables, the arrangement of the trees that are already good so that it creates a cool atmosphere and the arrangement of beautiful plants makes me feel comfortable with the coolness in the tourism object, the value is 112.28% which means it has exceeded the expectations of tourists because each the yard of the house has a garden and every public place is also well laid out.

The level of total satisfaction of tourists with beauty which consists of variables of residence and environment arranged regularly, orderly and harmoniously and maintaining local character and garden arrangement with various ornamental plants makes Panorama Park more beautiful, obtained a value of 105.49% means it has also exceeded expectations traveler.

The level of total satisfaction of tourists to the hospitality of the Blimbingsari community which consists of variables, officers care for tourists, community hospitality in Belimbingsari village, friendly officers provide information so that tourists do not feel awkward and the beauty of Belimbingsari Village which can provide good memories is obtained a score of 105, 41% means it has exceeded tourist expectations. And the last level of total satisfaction of tourists to memories which consists of variables, interesting arts and culture, delicious and unique food, good souvenirs and hospitality of the people of Belimbingsari village, a score of 92.83% means that it is still lower than tourist expectations which means tourists. Not satisfied, this is because there are no souvenirs that are well packaged, as well as art and culture as a tourist attraction has decreased because the younger generation is more likely to study and work outside the region.

Overall, the average level of suitability of tourists' ratings on the implementation of sapta pesona in Blimbingari Tourism Village is 104.84%. This means that the performance of the village government, tourism managers and the Blimbingsari community has met the expectations of tourists because the conformity level is more than 100%. This means that what they get is more than what they expect. For future services, in order to better satisfy tourists, an analysis will be carried out using importance Performance analysis (IPA), the results of which will be described in a Cartesian diagram can be seen in this figure 1:
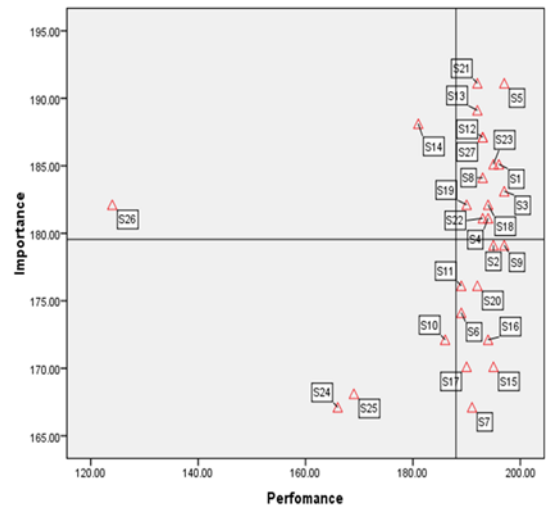

Fig. 1. Cartesius diagram of tourism assessment on implementation of sapta pesona in blimbingsari tourism village.

1) Quadrant A: Indicators or attributes that are in quadrant A (top priority) mean that tourists consider it important or have high expectations, but their performance or the reality they get after arriving at Blimbingsari Tourism Village is still lacking. The indicators or attributes in this quadrant are:
- A good souvenir (s26)
- The food and drinks offered are clean so I don't worry about consuming them (s14)

2) Quadrant B: Indicators or attributes that are in quadrant B (Maintain Achievement) mean that tourists consider it important or have high expectations and their performance or the reality they get after arriving at Blimbingsari Tourism Village is also high or good. There are 12 indicators or attributes in this quadrant, namely:
- s1 (There is no disturbance by the community or certain groups while in the tourist village of Belimbing Sari)
- s3 (Feel safe from threats of crime, violence such as pickpocketing, extortion and fraud)
- s4 (Feel safe using the facilities and infrastructure in the Tourism Object)
- s5 (Feel safe when staying at a resident's house)
- s8 (Buildings and environment are arranged neatly and regularly)
- s12 (The village environment is very clean, free of trash, and other impurities that make me feel comfortable
- s13 (Equipment and facilities are clean, such as spoons, plates, beds, and other facilities)

- s.18 (Residence and environment are arranged regularly, orderly and harmoniously and maintain local character)

- s21 (hospitality in the Blimbingsari tourism village)

- s22 (Friendly staff providing information so tourists don't feel awkward)

- s23 (The beauty of Belimbingsari Village which can give good memories)

- s27 (Hospitality of Belimbingsari villagers)

3) Quadrant C: This quadrant is a low priority, meaning that the indicators or attributes in this quadrant are things that are not really expected by tourists and the performance shown is also low. The indicators in this quadrant are:
- s10 (Obtain accurate, clear and not confusing information from officials and the public)

- s24 (Interesting arts and culture)

- s25 (Delicious and unique food)

4) Quadrant D: Indicators that enter this quadrant are considered excessive because tourists do not have high hopes for this but the performance they get is high. Included in this quadrant are:
- s2 (There are officers who always protect tourists while traveling or doing activities)

- s6 (Transportation comes and leaves on time)

- s7 (Regular and orderly parking area)

- s9 (Service is done well and regularly)

- s11 (Discipline on time / on time in carrying out activities)

- s15 (The appearance and clothes of the officers are clean, tidy and do not emit unpleasant odors)

- s16 (The arrangement of the trees that are already nice creates a cool atmosphere)

- s17 (Beautiful plant arrangement makes me feel comfortable with the coolness in the tourist attraction)

- s20 (Officer cares for tourists)

IV. Conclusion

The level of tourist satisfaction with the implementation of sapta pesona that has been carried out in Blimbingsari Tourism Village is very satisfying. Based on the analysis conducted, overall suitability figure is 104.84%, which means it is very satisfying because the performance has exceeded their expectations, the highest level of conformity is the Appearance and staff wear is clean, neat and does not produce unpleasant odors with value 114.71% An orderly and orderly parking area

with a value of 114.37%, Good arrangement of trees that creates a cool atmosphere with a value of 112.79%, Beautiful plant arrangement makes tourists feel comfortable with the coolness in the Attraction with value of 111.76%. While those who get the lowest rating are good souvenirs with a value of 68.13%, then the food and drinks offered are clean so I do not worry about consuming them with a value of 96.28 and finally interesting arts and culture with a value of 99.40%.

Efforts that must be made by tourism managers and village government in increasing tourist satisfaction related to the Sapta Pesona program in Blimbingsari Tourism Village is to make a priority program for providing souvenirs typical of Blimbingsari Tourism Village by using raw materials in the village, providing training to mothers especially those involved in providing food and drinks in order to be able to serve food cleanly and healthily.

V. Suggestion

Sapta pesona needs to be implemented in every tourist destination, especially in the tourist village, because with the implementation of a good sapta pesona will create a good impression, good memories. And makes people want to repeat their visitpage.

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