



Tourist satisfaction and the quality of tourism services in Siti Sundari Lumajang

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Abstract—Indonesia's economy depends heavily on the tourism industry. About \$10 billion of Indonesia's foreign exchange can be attributed to the tourist sector. After crude oil, coal, and palm oil, it is ranked number four. This is an intriguing incentive to do some study because Siti Sundari Tourism, one of the tours that features nature-themed attractions, is located in Lumajang Regency. The goal of this investigation is to ascertain the simultaneous and partial outcomes of accessibility, amenity, and attractiveness variables on visitor satisfaction in Siti Sundari. This kind of study is quantitative and uses visitor populations from Siti Sundari Lumajang Tourism. With a sample of 60 respondents, the sampling strategy employs purposive sampling, a nonprobability sampling strategy. Multiple regression analysis is used in the data analysis method. According to the findings, accessibility had no impact on visitor satisfaction with Siti Sundari Tourism, whereas attractions and amenities had a limited impact. Tourist satisfaction is impacted by the simultaneous influence of all tourism service quality variables.

Keywords—Attraction, Amenity, Accessibility, Satisfaction, Siti Sundari.

I. INTRODUCTION

Indonesia's economy depends heavily on the tourism industry. We need to keep reiterating the importance of Indonesia's original cultural history, natural splendors, and cultural diversity[1]–[5]. The strategic role of tourism in raising the nation's foreign exchange is significant. Even in the previous year, the tourist sector in Indonesia was able to provide almost US\$ 10 billion to the nation's foreign exchange. After crude oil, coal, and palm oil, it is ranked number four. An industry that relies on creativity is tourism[6]–[10]. Travel is becoming more and more necessary, which gives a glimpse into the expansion of the tourism-related industries. To provide tourists with the best experience possible while they are using tourism services, tourism service providers must be aware of their needs and preferences[11]–[14].

Customers are the main emphasis when we talk about customer satisfaction and service quality, therefore one way to boost customer satisfaction is through quality improvement. Quality problems have come to represent the price that businesses must now pay to stay in business. Today, all businesses require suppliers who are ISO 9001 certified. Many manufacturers, who work as subcontractors for globally renowned firms, are now required to use this quality management emblem. The extent to which outputs can satisfy customer needs is determined by a combination of features and attributes that make up quality, as defined by ISO 9000.

The degree to which those qualities and attributes suit the client's needs is what the customer decides and evaluates. Prospective tourists must be designed with all types of visits in mind, items must be packaged with both tangible and intangible elements, and tourists must evaluate the activities offered at the site as an experience worth the going rate.

When designing a tourism product offer, five factors must be taken into account: the environment and attractions, the facilities and services, the accessibility, the destination's image, and the pricing [15], [16]. According to Nasution [17], five parts make up the quality of a tourism product service: attraction, transportation, lodging, Infrastructure for physical and communication systems, as well as support and auxiliary services. Middleton [18] lists five different categories of tourism-related goods: attractiveness of the destination and its surroundings, accessibility at the destination, attractiveness of the destination's image, and costs for customers.

In Burno Village, on the east side of the slopes of Semeru, in the middle of the Damar forest, there is a gourmet tourism destination called Siti Sundari. This dining establishment, which is also a popular culinary destination in Lumajang, offers a cozy and romantic ambiance. This is evident by the existence of a row of straightforward cottages that are lit up. This view appears particularly lovely at night, and as the cottage itself is made of wood, it fits in very well with the manager's overall motif of nature. The Siti Sundari attractions include a wide range of rides, photo opportunities, camping, culinary excursions, inexpensive admission costs, and inexpensive sites. (<https://salsawisata.com/wisata-siti-sundari/>).

Based on this context, the goals of this study are to: 1). Establish the relationship between Siti Sundari Lumajang's attractions, amenities, and visitor satisfaction; 2). Establish the relationship between Siti Sundari Lumajang's accessibility and visitor satisfaction; 3). Establish the relationship between Siti Sundari Lumajang's accessibility and visitor satisfaction; and 4). Establish the relationship between Siti Sundari Lumajang's attractions, amenities, and visitor satisfaction simultaneously.

II. METHODS

A quantitative research technique called survey research is used to collect information about beliefs, opinions, traits, behavior, and variable relationships from samples drawn from particular populations. This type of research also includes data collection methods with surface-level observations (interviews or questionnaires).

Population and Sample

Visitors to Siti Sundari make up the population of this study. A population sampling strategy based on specific criteria is known as "purposeful sampling." Researcher selection criteria for respondents include, among others:

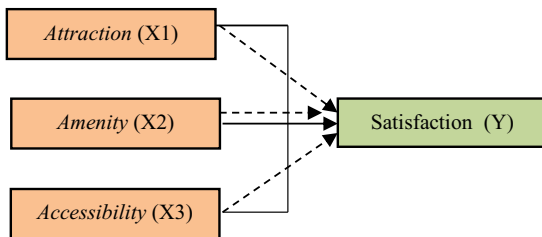
1. A senior 17-year-old is the respondent.

Researchers gathered a sample of adults since respondents at that age were already familiar with the questionnaire's topics.

2. Visitors who have taken a Siti Sundari Tour were the respondents.

A method developed by Saunders, was used to determine the sample size. The sample size must be at least ten (10) times the total number of variables being studied, including all independent and dependent variables, according to Roscoe's technique. For the multivariate analysis employed in this study, four (four) variables were used in a multiple linear regression analysis. To calculate the sample size, at least = 15×4 variables = 60 sample members were employed.

Research Model



Gambar 1. Research model

Information:

-----> = Partial Influence

————> = Simultaneous Influence

Data Analysis Techniques

Validity Testing

To verify that the questions can accurately reflect the dimensions to be measured, validity tests are required. Siregar [19] claims that validity or validity demonstrates how well a measuring instrument can measure the things it is intended to measure. If r is at least 0.3 or r is calculated above the r table, the minimal criteria for quantitative data are said to have been met. Therefore, if the correlation between an item's score and the total score is less than 0.3 or if the r count r table, the instrument's items are ruled invalid.

Reliability Testing

Calculating Cronbach Alpha's (α) magnitude can be used to test dependability and conduct research. The Cronbach Alpha coefficient shows how consistently respondents respond to the evaluated instrument. The Alpha Cronbach test was used to conduct the reliability test, as stated by Basuki and Prawoto [20], and it was as follows:

1. If alpha is more than 0.90, reliability is ideal.
2. Reliability is excellent when alpha is in the range of 0.70 and 0.90.
3. Reliability is moderate when alpha is between 0.5 and 0.70.
4. If alpha is less than 0.50, dependability is poor.

Data Normality Testing

The normality test is beneficial for identifying whether the data that has been collected is normally distributed or obtained from a normal population, according to Basuki and Prawoto [20]. The traditional approach to determining if a set of data is normal is simple. Since there are more than 30 integers in the data ($n > 30$), based on certain assumptions, it can be concluded that the data is regularly distributed, according to statisticians' experience. It is frequently described as a sizable sample. If the points are still clustered around the diagonal line, then it can be argued that the residual spreads normally. This is one approach to see normality visually, or using the Normal P-P Plot.

Multicollinearity Testing

Multicollinearity or double collinearity (multicollinearity) is a linear relationship between X-free variables in multiple regression models, according to Basuki and Prawoto [20]. To identify multicollinearity, the VIF (Variance Inflation Factor) value will be examined. The test criteria state that multicollinearity between independent variables does not exist when the VIF value is less than 10, but does exist when the VIF value is larger than 10.

Heteroscedasticity Testing

According to Basuki and Prawoto [20], heteroscedasticity is the existence of variance inequality from residuals for all data in regression models. Examining the scatter plot graph between the bound variable's predicted value (ZPRED) and its residual (SRESID) is one way to approach heteroscedasticity. Heteroscedasticity occurs if there are regular patterns of dots, such as wavy, broadened, and narrower patterns. Heteroscedasticity does not exist if the points on the Y-axis are randomly distributed above and below the value 0.

Analysis of multiple linear regression

Multiple regression is a development of simple linear regression, which is an analytical tool used to assess the impact of one or more independent variables on one dependent variable, according to Siregar [21]. Following is the general formula for multiple regression:

$$Y = a + b_1 X_1 + b_2 X_2 + \dots + b_n X_n + e$$

Information:

Y is the reliant variable.

X is an unrelated variable.

a = unchanging

b = unrelated variable rate of regression

e = Remaining/Error

In addition to predicting the value of the dependent variable (Y), the function of the regression equation can be used to determine the direction and strength of the independent variable's (X) influence on the dependent variable (Y).

Test t (Partial Test)

The test for the regression coefficient (t-test), attempts to look into the assertion that the independent variable has an effect on the dependent variable, according to Algifari [22]. Two ideas were proposed by researchers: the alternative hypothesis H_a and the zero H_0 hypothesis. The null hypothesis is stated with the assumption that it is true, but this assumption will be disproven with the current sample.

The alternative hypothesis, on the other hand, must be accurate if the null hypothesis is discovered to be incorrect.

Test F (Simultaneous Test)

This test, according to Algifari [23], was conducted to ascertain whether all independent variables may affect the dependent variable concurrently. Analysis of variance (ANOVA) describes the Test F.

R², or the coefficient of determination

The coefficient of determination's size ranges from 0 to 1. The less influence (ability to explain) the independent factors have on the value of the dependent variable, the higher the coefficient of determination. When the coefficient of determination is higher, the closer to zero the coefficient of determination is. In contrast, a regression equation's estimated coefficient of determination that is closer to one indicates that all independent variables have a stronger impact (ability to explain) on the dependent variable

III. RESULT AND DISCUSSION

Results of tests for validity and reliability

Table 1. Recapitulation of Test-Validity Result

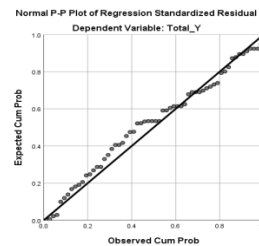
Variable	Indicator	r count	Sig.	Information
<i>Attraction (X1)</i>	X1.1	0,841	0,000	Valid
	X1.2	0,838	0,000	Valid
	X1.3	0,758	0,000	Valid
<i>Amenity (X2)</i>	X2.1	0,712	0,000	Valid
	X2.2	0,583	0,000	Valid
	X2.3	0,661	0,000	Valid
	X2.4	0,759	0,000	Valid
	X2.5	0,701	0,000	Valid
<i>Accessibility (X3)</i>	X3.1	0,871	0,000	Valid
	X3.2	0,860	0,000	Valid
<i>Satisfaction (Y)</i>	Y1	0,900	0,000	Valid
	Y2	0,878	0,000	Valid
	Y3	0,821	0,000	Valid

Table 2. Reliability outcome

Variable	Cronbach Alpha (α)	Information
<i>Attraction (X1)</i>	0,730	Reliable α > 0,50
<i>Amenity (X2)</i>	0,716	
<i>Accessibility (X3)</i>	0,664	
<i>Satisfaction (Y)</i>	0,831	

The Traditional Assumption Test

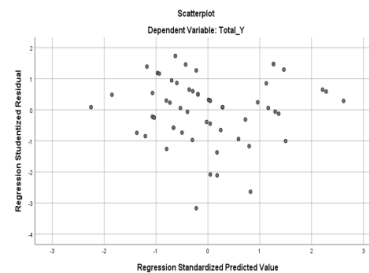
Standard Test



Picture 1. Data Normality Test Result

According to the regression model's normality test findings, the spread follows the diagonal line's direction and there are a few scattered points around it. As a result of satisfying the assumption of normality, the regression model is hence plausible.

Heteroscedasticity Test



Picture 2. Heteroscedasticity Test Result

The study of the scatterplot graph in Figure 2 yielded data that are randomly dispersed, lack a discernible pattern, and are spread out both above and beneath the origin of the Y-axis. This shows that the regression model has no heteroscedasticity.

Multicollinearity Test

Table 3. Multicollinearity Test Result

Variable	VIF	Information
<i>Attraction (X1)</i>	1,331	VIF < 10 There Is No Multicollinearity
<i>Amenity (X2)</i>	1,339	
<i>Accessibility (X3)</i>	1,026	

The findings of the statistical analysis of collinearity make it evident that the model does not display multicollinearity because the VIF value for each variable is less than 10.

Results of Multiple Linear Regression Analysis

t Test Results (Partial)

Table 4. Multiple Linear Regression Analysis Results

Variable	Regression Coefficient	Tcount	Sig.	Information
Konstanta	.870	0,490	0,626	-
<i>Attraction (X1)</i>	.318	2.841	0,006	Significant
<i>Amenity (X2)</i>	.280	3.462	0,001	Significant
<i>Accessibility (X3)</i>	.199	1.262	0,212	No Signifikan

F Test Results (Simultaneous)

Table 5. Uji F Result

Dependent Element	Independent Component	R Square	F _{count}	F _{count}	Sig.
Y	X ₁ , X ₂ , X ₃	0,440	14,661	2,38	0,000

The variables Attraction, Amenity, and Accessibility simultaneously have a significant effect on satisfaction, and H₀ is rejected if $F_{\text{calculate}} > F_{\text{table}}$ at $(k - 1) (n - k)$ ($14.661 > 3.16$) and the probability value of significance of the F test is less than 0.05 (0.000 0.05). To establish or accept H₆, the hypothesis that Attraction, Amenity, and Accessibility simultaneously affect Tourist Satisfaction at Siti Sundari Lumajang.

Results of Coefficient of Determination (R^2)

Table 5 shows that the variables attraction, amenity, and accessibility account for 44% of changes in visitor satisfaction, whereas the remaining 56% do not. Other characteristics, such as hospitality, environment, service quality, and others, which were not considered when the regression equation was developed are responsible for the coefficient of multiple determination (R^2) value, which is 0.578.

Discussion

Attraction's impact on visitor satisfaction

Tourist satisfaction is positively and significantly impacted by attraction characteristics. An encouraging correlation suggests that Siti Sundari Lumajang Tourism has higher visitor satisfaction as its attractions get better. Siti Sundari's natural beauty, picturesque surroundings, and aesthetically pleasing organization of cottages (lodging options) are all factors that affect visitor happiness. Supporting the aforementioned conclusions, According to As stated by Medlik and Middleton in 1973:13, "the destination product consists of five components: destination attractions, destination facilities, accessibility, image, and price." Prospective tourists must be designed with all types of visits in mind, items must be packaged with both tangible and intangible elements, and tourists must evaluate the activities offered at the site as an experience worth the going rate. One of the travel-related items that can affect satisfaction is tourist attractions. Studies carried out by Della Corte (2015), Naidoo et al. (2010), and Chen and Tsai (2007), which claim that tourist attractions have little impact on visitor pleasure, do not corroborate the findings of this study.

The effect of amenity on Tourist Satisfaction

Tourist pleasure is positively and significantly impacted by the amenity variable. The greater the amenity for Siti Sundari Lumajang tourism, the better the higher visitor satisfaction for Siti Sundari Lumajang tourism, according to a favorable influence. Tourist pleasure is influenced by amenities such as the presence of a sizable parking lot, the presence of prayer rooms, the presence of pleasant and well-equipped restrooms, and the presence of auxiliary facilities like photo ops, camping areas, and kid-friendly activities. The findings of this study refute claims made in earlier research by Chen and Tsai (2007) and Al-Ababneh (2013) that facilities affect visitor satisfaction. This demonstrates how tourist attractions' amenities can boost visitor satisfaction. However the results of this study agree with those of Della Corte's (2015) and Naidoo et al. (2010) studies. which

demonstrates that amenities do not significantly affect visitor pleasure.

The effect of accessibility on traveler satisfaction

Traveler happiness is positively affected by the accessibility variable, however, this effect is not substantial. The fact that accessibility has such a small impact on how satisfied visitors are with a tourist attraction might be read as meaning that accessibility is generally present but is not prioritized when assessing visitor contentment. Easy access to roads and decent road conditions are accessibility criteria, however, they do not affect visitor happiness. This demonstrates how a tourist destination's accessibility can boost customer happiness. The dynamics of nature in tourism support the findings above by offering various experiences and levels of satisfaction depending on the location of the attraction and what visitors do at the destination. The measure is the sum of visitors' comments on each component of destination quality, how visitors are treated, and how they feel while at the destination (Lobato et al., 2006:343). The accessibility of tourist locations is one of the key components of tourism products, which are one of the objects of the offer in tourism marketing (Yoeti, 2002: 211). To provide tourists with a satisfying recreational experience, an island must have a holistic tourism product offering rather than just a stand-alone component (Suyadana and Octavia, 2015: 45). This requires that the island's supporting infrastructure, transportation, lodging, dining, and drinking options, as well as its diving gear and tourist attractions, work together as a single unit.

V. CONCLUSION

Validity and Reliability Tests: The study conducted validity and reliability tests for its variables. All the variables, including Attraction (X₁), Amenity (X₂), Accessibility (X₃), and Satisfaction (Y), were found to be valid, with significant values indicating the reliability of the measurements. The study passed the normality test, indicating that the data follows a normal distribution. Additionally, the absence of heteroscedasticity was confirmed, which means that the regression model does not suffer from non-constant variance of errors. The multicollinearity test revealed that there is no multicollinearity issue among the variables, as the Variance Inflation Factors (VIF) for all variables were less than 10. The regression analysis indicated that Attraction (X₁) and Amenity (X₂) have a significant positive impact on Tourist Satisfaction (Y). However, Accessibility (X₃) did not have a significant impact on tourist satisfaction. The F-test confirmed that the combined variables of Attraction, Amenity, and Accessibility significantly affect tourist satisfaction, with a rejection of the null hypothesis (H₀). The variables Attraction, Amenity, and Accessibility account for 44% of the changes in visitor satisfaction, while the remaining 56% is influenced by other factors not considered in the regression model. The discussion section further elaborates on the impact of each variable. It suggests that the quality of attractions and amenity has a positive and significant effect on tourist satisfaction. However, while accessibility has a positive impact, its effect is not substantial. The study concludes that factors such as the quality of tourist attractions and amenities significantly contribute to tourist satisfaction, while the impact of accessibility is relatively smaller. These findings contradict some prior research on the

subject, emphasizing the importance of considering specific contexts and characteristics of the destination when studying tourist satisfaction.

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