Research Article

PERCEPTION AND IMPACT OF THE QUALITY OF TOURISM DESTINATION AREA ON TOURIST SATISFACTION AS A TOURISM ATTRACTION IN "KOTARAJA" BEACH PARK

1, * Ferdinandus, 2Bambang Supriyadi and 3Moh. Romadloni

[1]Students in Magister Management Program, University of Merdeka Malang, Indonesia
[2]Faculty of Economics and Business, University of Merdeka Malang, Indonesia
[3]STIMI Samarinda, Indonesia

Abstract

This study aims to explain the description of the quality of tourist destinations and tourist satisfaction. In addition, researchers want to explain the impact of the quality of tourist destinations on tourist satisfaction. The scientific field of this research is the science of tourism management and marketing. The location of this research is in the coastal park "Kotaraja" on the island of Flores, the eastern part of Indonesia. Tourist locations that are starting to be noticed by tourists after the island of Bali. This type of research is quantitative, using descriptive and regression analysis. The results of the study show that valid information about tourism is an important part of the quality of a tourist destination. Valid information has a positive impact on tourist satisfaction. Satisfaction of tourists who have visited tours at the "Kotaraja" beach location are enthusiastic about recommending and being part of tourists' personal experience stories.

Keywords: Quality of tourist destinations, tourist satisfaction, tourism, kotaraja-Indonesia.

INTRODUCTION

Ende Regency in East Nusa Tenggara Province is located in the country of Indonesia. This area is a National Tourism Development Strategic Area and is protected by the government. The "Kotaraja" beach park is in Ende Regency. The tourist attraction of the "Kotaraja" Beach Park began in 2001 where at first this beach was just an open space used by local people to fill their spare time. In 2001 there was massive development in the coastal area, especially the availability of culinary facilities. The development of this coastal tourism area is carried out by building various supporting facilities for recreational purposes. The facilities provided at the beach park which at that time was called "Pantai Ria" were culinary stalls, stage stages and garden areas. In 2020, the Government of Ende Regency will again carry out a major renovation to improve its quality as a tourist visit area. The renewed facilities are six culinary plaza units, garden arrangement, garden roundabout, standardized toilet facilities and more artistic garden seating facilities. In 2021, better and more artistic facilities are available. Along with the massive changes that were made, the former name "Ria Beach" changed its name to "Kotaraja Beach". A destination requires improving the quality of the destination. The quality of the destination in question is that the destination is able to provide packaging products and services that are able to provide satisfaction to visiting tourists. "Kotaraja Beach" seeks to make a quality tourist destination (Sopalatu *et al.*, 2021). In other support, the Government in Ende Regency for the last five years has consistently carried out various promotional agendas, strengthened the capacity of Human Resources and strengthened the capacity of Tourism Destination Areas. The results of the Flores DMO survey (2017) show that the satisfaction level of tourists to revisit is 64%.

Corresponding Author: Ferdinandus,
Students in Magister Management Program, University of Merdeka Malang, Indonesia

According to the Regency Tourism Office in Ende, (2023), the number of tourist visits to the "Kotaraja" beach is presented in Table 1.

Table 1. Data on the number of visitors to the "Kotaraja" beach

N.	Year	visitor (person)
1	2017	4.500
2	2018	4.000
3	2019	205.003
4	2020	18.500
5	2021	7.593
6	2022	80.004

Based on the data obtained, it was found that the average number of visitors at "Kotaraja" Beach was 145 people. Based on the existing facts, namely the massive development at tourist sites and the number of tourist visits that can make good prospects for tourism development in the future, the researcher wants to explain the description of tourist perceptions about the quality of tourist destinations and an overview of their level of satisfaction. And conduct a causality impact test between the quality of tourist destinations and tourist satisfaction.

Theoretical studies

Law No. 10 of 2009 regarding tourism is defined as travel activities carried out by a person or group of people, visiting certain places for recreational purposes, personal development or learning about uniqueness in a temporary period. According to Suryadana and Vanny (2015), tourism is a variety of tourism activities that are supported by various facilities and services from the community, entrepreneurs, government and local governments. According to Heriawan (2004), tourism is a series of travel activities carried out by individuals or families or groups from their original place of residence to various other places for sightseeing purposes and not to work or earn income at the destination. The intended visit is temporary,

meaning that you will return to your original residence at a specified time. It has two important elements, namely: the journey itself and temporary stay at the destination with various tourist activities. March and Woodside (2005) have the same opinion about motivation to travel, namely the influence of psychological factors that impact individual behavior during travel (Vuuren and Slabbert, 2011). In the world of tourism, the question "Why does someone travel?" often arises. According to Pavule, Giva (2006) is already a need and desire. The decision to visit is a tourist's need and desire to fulfill the motivation that arises in him.

According to Pavule (2006) the attractiveness factor is defined as a force that can help stimulate a tourism product as a destination. The attractiveness factor is as follows:

1. Accessibility

Good facilities and infrastructure such as transportation, public telephones, road order, pedestrian walkways and others can be the main attractiveness factor for tourists when choosing a destination country.

2. Availability of tourist services

The success of a tourism product depends on the availability of service facilities such as lodging services, food and beverage services, travel agencies, souvenirs, mass media advertising and others.

3. Culture

One of the four motivations for traveling is culture, which means the desire to gain knowledge from other countries, such as music, art, dance, folklore and religion.

4. Political stability and security

The stability of politics and security of a region or country is one of the factors that influence choosing a destination country.

5. Availability of attractions

The ability of a destination to attract consumers depends on several factors, such as quality, quantity, diversity, uniqueness of an attraction or entertainment.

Tourism satisfaction can be defined as a condition where the needs, desires and expectations of consumers are met by the products/services used (Irawan, 2014). Satisfaction is a person's emotional level after comparing perceived performance/results with expectations (Supranto, 2006). Tourism satisfaction is something that is highly expected by service providers. Satisfaction is achieved when the needs and desires of tourists are met, while human wants and needs continue to grow and there are no limits. Satisfaction or dissatisfaction of tourists is the response of tourists to the perceived discrepancy between previous expectations (or other performance standards) and actual perceived product performance (Respati *et al.*, 2013). Tijptono, (2004) and Utami *et al.*, (2020) have shown that satisfaction is a post-purchase assessment in which the chosen alternative provides at least results that meet or exceed tourist expectations, while dissatisfaction arises when the results obtained do not meet tourist expectations. Tourist satisfaction is something that is

expected from a tourist destination. Satisfaction is achieved when the needs and desires of tourists are met, while human wants and needs continue to grow and there are no limits. Satisfaction is a person's pleasure or disappointment that arises after comparing product performance with expected performance (Kotler, 2003 and Aurelia *et al.,* 2009). Tourist satisfaction is the positive, neutral and negative feelings of tourists in relation to the value received by tourism service products. This means that satisfaction is an individual's perception of product or service performance in relation to expectations. According to Kotler (2002), tourist satisfaction is the level of one's feelings after comparing perceived performance (or results) with expectations. The level of satisfaction is thus a function of the difference between perceived performance and expectations.

MATERIALS AND METHODS

This research has a descriptive and causality design. The research location is located in the eastern part of the "Kotaraja" tourist park in Indonesia, on the island of Flores in the Ende region. This location was chosen because "Kotaraja" beach is the main destination after the destination in Labuhan Bajo. Researchers want to describe the quality of tourist destinations and the satisfaction of tourists who have visited the "Kotaraja" tourist site. Similarly, want to test the effect of the two symptoms. The variables of this study are the quality of tourist destinations (X) and tourist satisfaction (Y). The variable quality of tourist destinations is measured by seven indicators (Sulistiyani, 2010) consisting of attractions as a tourist attraction, information as a promotional aspect, availability of facilities, available human resources, service aspects, cleanliness and accessibility. The variable tourist satisfaction is measured by three indicators according to Kotler (2011) and Mahardhika et al. (2021), namely conformity of expectations, motivation to revisit, and motivation to recommend. The average number of visits per day is 145 tourists, so the sample for this study is 145 respondents with a duration of one week. The instrument used is to collect primary data. Respondents filled out a questionnaire directed at a 5-point Likert scale answer. From strongly disagreeing (1), to Neutral (2) ending with strongly agreeing (5).

RESULTS AND DISCUSSION

The results of distributing the questionnaires obtained data from 145 units of analysis for two weeks, which was originally planned for one week. Researchers come to tourists, especially local tourists to make it easy to communicate. Respondents filled out the questionnaire accompanied by researchers or numerators. There are 5 numerators who help circulate this questionnaire, so it doesn't take long. Given that most tourists do not want to be disturbed in their tourism activities. Researchers choose tourists who are willing to fill out a questionnaire. If a group of tourists is found, then one tourist is chosen who accuses the group so that autocorrelation does not occur. Data was collected and tested for validity and reliability. The results of the reliability test showed that the chronbach's alpha value of the two variables studied was 0.77 which exceeded the cut-off value of 0.6. The instrument validity test is shown in Table 2. The results show that the 20 questionnaire items proved valid with the r.statistic value exceeding the cut-off of 0.4. The results of the validity analysis and description using the SPSS program are presented in Table 2.

Table 2. Results of Analysis of Research Variable Descriptions

Variables	indicators	No.	Unit analysis	r.stat	Mean_1	Mean_2
Quality of Tourism Destination Areas	Attractions	1	The uniqueness of tourist attractions	0.037	3,54	4.00
		2	The value of tourist attractions	0.446	4.46	
	Information	3	Ease of obtaining information	0.542	4.09	4.04
		4	Information accuracy	0.646	4.00	
	Public facilities	5	Toilets are very decent	0.502	3.79	3.79
		6	Complete restaurant available	0.674	3.80	
	Human resources	7	Officers are well behaved	0.478	3.66	3.60
		8	The officers are very responsive to your needs	0.037	3.54	
	Services	9	Good quality service guarantee	0.446	3.61	3.60
		10	Service standards are the same	0.542	3.59	
	Cleanliness	11	Trash cans are everywhere	0.646	4.17	3.97
		12	Clean public facilities	0.502	3.78	
	Accessibility	13	Easy to get in your tourist location	0.674	4.20	3.93
		14	The signposts are very clear	0.478	3.66	
Tourist Satisfaction	Conformity of expectations	15	The conditions are the same as the information obtained	0.678	3.86	3.82
		16	The conditions are as expected	0.651	3.78	
	Motivate again	17	I have firm intentions for a return visit	0.655	3.92	4.10
		18	I intend to re-enjoy one of the service facilities provided	0.765	4.29	
	Motivation recommend	19	I am interested in recommending this location to others	0.672	4.11	4.02
		20	I will tell my experience about this location	0.562	3.93	

The description of the Quality of the "Kotaraja" Tourism Destination Area is as follows:

a. Variable quality of tourist destinations is described by 7 indicators including: attractions (average 4.00), information (average 4.04), public facilities (average 3.79), human resources (average 3.60), service (average 3.60), cleanliness (average 3.97), and accessibility (average 3.93).

b. Respondents' responses to indicators of tourist attractions have an average of 4.00, which means that respondents tend to agree that the quality of tourist destinations in the Ende "Kotaraja" Beach Tourism Park is able to provide value from tourist attractions.

c. Respondents' responses to the information indicator averaged 4.04, which means that respondents tended to agree that the quality of tourist destinations at the Ende "Kotaraja" Beach Tourism Park was able to provide convenience to tourists in obtaining information.

d. c.Respondents' responses to the public facilities indicator had an average of 3.79, which means that respondents tended to agree that the quality of the tourist destination in the Ende "Kotaraja" Beach Tourism Park was able to provide adequate restaurant and toilet facilities.

e. Respondents' responses to the human resource indicator averaged 3.60, which means that respondents tended to agree that the quality of tourist destinations in the Ende "Kotaraja" Beach Tourism Park had human resources with good attitudes.

f. Respondents' responses to service indicators averaged 3.60, meaning that respondents tended to agree that the quality of tourist destinations at the Ende "Kotaraja" Beach Tourism Park was able to guarantee service quality.

g. Respondents' responses to the cleanliness indicator averaged 3.97, which means that respondents tended to agree that the quality of tourist destinations in the Ende "Kotaraja" Beach Tourism Park was able to provide it.

h. Respondents' responses to the accessibility indicator averaged 3.93, which means that respondents tended to agree that the quality of tourist destinations in the Ende "Kotaraja" Beach Tourism Park was able to provide convenience to tourist attractions.

i. The average value of the quality variable in tourist destinations is 3.84; The highest indicator is about information, where respondents find it easy to get information about "Kutaraja" beach tourism correctly.

In the following, an explanation of the description of tourist satisfaction is explained below:

a. The variable of tourist satisfaction is described by 3 indicators including: conformity of expectations (average 3.82), intention to revisit (average 4.10), and willingness to recommend to others (average 4.02).

b. Respondents' responses to the indicator of suitability for expectations averaged 3.82, which means that respondents tended to agree that tourist satisfaction at the "Kutaraja" Ende Beach Tourism Park was able to provide the same conditions as the information obtained.

c. Respondents' responses to the indicator of the desire to visit again have an average of 4.10, which means that respondents tend to agree that tourist satisfaction at Ende "Kutaraja" Beach Tourism Park is able to make tourists enjoy one of the service facilities provided.

d. Respondents' responses to the recommendation indicator averaged 4.02, meaning that respondents tended to agree that tourist satisfaction at Ende "Kutaraja" Beach Park was able to recommend tourists to families.

The average value of the tourist satisfaction variable is 3.98. An important finding about the description of tourist satisfaction at the "Kutaraja" beach is that respondents feel satisfied and intend to revisit and also wish to enjoy whatever facilities they have experienced before. The results of a simple regression analysis of the impact of the quality of tourist destinations on tourist satisfaction show a positive effect with a standardized coefficient value of 0.98 with p.(0.000). The results of this regression analysis indicate that there is a significant influence of the quality of tourist destinations on tourist satisfaction.

Conclusion

The description of the quality of the "Kotaraja" tourist destination is shown by its ability to provide information about tourism, especially the "Kotaraja" beach. Tourists do not find it difficult to reach tourist sites, the directions to the tourist sites are clear and information in on-line media and off-line information is reliable The description of tourist satisfaction shows that most tourists feel satisfied after visiting the "Kotaaja" beach resort and they want to recommend and are happy to tell about their experiences at the "Kotaraja" beach resort. The important findings of this study prove that

information is an important part of the quality of tourist destinations, this has a positive impact on tourist satisfaction. Satisfaction of tourists who have visited tours at the "Kotaraja" beach location are enthusiastic about recommending and being part of tourists' personal experience stories.

REFERENCES

Aurelia,Pipiet Niken., Firdiansjah, Achmad and Respati, Harianto, 2009. The Application of Service Quality and Brand Image to Maintain Customer Loyalty by Utilizing Satisfaction Strategy in Insurance Companies. *International Journal of Advances in Scientific Research and Engineering*. Vol.5 No. 4. pp.223-229.

DMO Flores, 2017, *Flores Exit Survey*

Heriawan, Rusman. 2004. Peranan dan Dampak Pariwisata Pada Perekonomian Indonesia : Suatu Pendekatan Model I-O dan SAM. Disertasi. Doktoral Institut Pertanian Bogor. Bogor

Irawan, A. (2014). Analisis Pengaruh Bauran Pemasaran Jasa Terhadap Keputusan Memilih Program Studi (Studi pada Jurusan Akuntansi dan Jurusan Administrasi Bisnis di Politeknik Negeri Banjarmasin)

Irawan, Handi, 2003. 10 Prinsip Kepuasan Pelanggan. PT Elex Media Komputindo, Jakarta

Kotler, Philip, 2011, *Principles of Marketing, 12th Edition*, Jilid 1 Terjemahan Bob Sabran, Jakarta

Kotler, Philip, 2003. Manajemen Pemasaran. Edisi Kesebelas, Indeks Kelompok Gramedia, Jalarta

Mahardhika, Chandra., Natsir, Mok and Respati, Harianto, 2021. The Influence of Leadership, Motivation, and Work Environment on Employee Performance Through Employee Job Satisfaction : A case study of Ms Glow Office Malang, Indonesia. *International Journal of Scientific and Academic Research*. Vol 1.No.8.pp 15-23.

March dan Woodside, 2005. *Tourism Behaviour : Travellers Decision and Actions*, CABI Publishing Wallingford

Pavule, Giva, 2006. International Tourism Market for camping Sites in Latvia. Bornemouth University. Hochschule Heilbronn

Peraturan Pemerintah Nomor 50, 2011, Rencana Induk Pembangunan Pariwisata Nasional.

Respati, H. and Surachman, Hadiwidjojo, Djumilah, 2013. A Mediatoon Factor of Consumer in ISO 9000 Implementation in Relation to Customer Satisfaction: A Study on Internal Perception of Indonesia Manufacturing Companies. *Journal of Business and Management*, Vol.7, No.5, pp.50-56.

Sopalatu,Hapsa, Hidayattulah, Syarif and Respati, Harianto, 2021. Tourism Website User Study: Measuring the Impact of System Quality and Information Quality Considering User Satisfaction to Obtain the Net Benefit. *East African Scholars Journal of Economics, Business and Management,* Vol.4, No.1, pp.24-29.

Supranto, 2006. Pengukuran Tingkat Kepuasan Pelanggan. Jakarta: Rineka Cipta

Suryadana, M Liga & Octavia, Vanny, 2015. Pengantar Pemasaran Pariwisata. Alfabeta, Bandung

Tjiptono, Fandy, 2004. Manajemen Jasa, Edisi Pertama, Yogyakarta, Andi Offset.

Undang – Undang Nomor 10, 2009, Kepariwisataan, Pemerintah Republik Indonesia

UNWTO, 2008, *Global Tourism System.*

Utami, Sasi, Sanusi, Anwar and Respati, Harianto, 2020. The Effect of Organizational Citizenship Behaviors on Nurses Performance through Nurse's Work Satisfaction in Hospital in Kediri, East Java, Indonesia. *International Journal of Advance in Scientific Research and Engineering*.Vol 6. No.11

****