

Awareness of Tourism Product and Tourist Satisfaction: A Case of Indonesia

by Tri Palupi Robustin

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Awareness of Tourism Products and Tourist Satisfaction: A Case of Indonesia

Tri Palupi Robustin,¹ Raden Andi Sularso,² Imam Suroso,³ Diah Yulisetiari⁴

¹ Doctoral Student, Faculty of Economic and Business University of Jember, Indonesia

² Promotor and lecturer at Jember University, Indonesia

³ Co-Promotor and lecturer at Jember University, Indonesia

⁴ Co-Promotor and lecturer at Jember University, Indonesia

ABSTRACT

Objective – The Jember District has a very exotic beach tour of Papuma Beach, which shows its white sand and provides historical tours of the Cave of Japan. Papuma Beach is ranked number 1 of the 10 most beautiful beaches in the Jember District. This research aims to understand the influence of tourism product components on the satisfaction of tourists. The components of tourism products in this study include attractiveness, facilities, and accessibility.

Methodology/Technique – This research is a quantitative study with a population of tourists visiting Papuma beaches. number of samples in this study amounted to 40 samples. The data is analysed using a multiple regression analysis with the SPSS program.

Findings – The results of the study show that the influence of tourist attractions and facilities on the satisfaction of tourists at the Papuma Beach Tour in the Jember District is strong.

Novelty – However, the accessibility variable has no significant effect on satisfaction.

Type of Paper: Empirical.

Keywords: Tourism Products; Satisfaction; Multiple Regression Analysis; Papuma Beach, Indonesia.

JEL Classification: Z30, Z32, Z39

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1. Introduction

1.1. Background

Indonesia is an archipelagic country with 5 big islands: Sumatra, Java, Kalimantan, Sulawesi, and Papua as well as other small islands. Indonesia is referred to as a maritime country, due to its many oceans. Indonesia is among one of the largest maritime nations in the world, with a variety of species.

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* Corresponding author:

E-mail: tripalupirobustin@gmail.com

Affiliation: Faculty of Economic and Business University of Jember, Indonesia

Potential natural resources include flora, fauna and ecosystems including natural phenomena with natural beauty. One of Indonesia's natural beauties is the beach. There are many beaches scattered in various regions of Indonesia. The Jember District has a very exotic beach tour of Papuma Beach and Papuma Beach is ranked number 1 of the 10 most beautiful beaches in the Jember District (<http://www.bali.com/2016/12/10-the-study-our-world-di-jember.html>).

Customer satisfaction, loyalty and value of tourists is one of the most relevant concepts discussed in the field of tourism marketing. The tourism industry is rapidly growing, and its success depends heavily on the level of satisfaction of tourists (Hasan, 2015:364). Factors influencing the loyalty of tourists to a particular destination are explained by the strength of one's attraction to the destination such as the number of previous visits, familiarity with the destination, overall satisfaction, the image of the destination, the perception of the quality and service provided, the perception of the value obtained, and the experience of travelers to a particular destination (Lai, et al., 2009:980). Modeling these factors allows marketers to better understand tourism behavior and causality, taking into account the personal characteristics of travelers (socio-demographic and motivation) that have the potential to create satisfaction and loyalty. Tourism products are considered a mixture of the 2 main components of attraction: the place of destination and destination accessibility (Medlick and Middleton, 1973:13). Middleton and Clarke (2001) state that 5 major components affect tourism products as a whole: the attractiveness of the place and the environment, the facilities of the place and service, the accessibility of the place, the description of the place, and the price.

1.2 Research Questions

The questions that will be addressed in this research are as follows:

1. How does attraction to a destination affect the satisfaction of tourists at Papuma Beach Tour in the Jember District?
2. How do the facilities of a destination affect the satisfaction of tourists on Papuma Beach Tour in Kabupaten Jember?
3. How does the accessibility of a destination affect the satisfaction of tourists at Papuma Beach Tour in the Jember District?
4. How does the effect of tourist attractions, facilities, and accessibility simultaneously affect the satisfaction of tourists at Papuma Beach Tour in the Jember District?

2. Literature Review

2.1. Tourism Products

From a tourist perspective, tourist products refer to the complete experience of a traveler from the time they leave home to the time they return (Middleton, 2009: 120). Gamal Suwanto (2007:75) states that, in essence, a tourist product is the overall service gained and perceived, or enjoyed, by tourists from the time they leave their home to the time they return.

2.2 Tourism Product Components

According to Medlick and Middleton (1973:13), quoted from the book "Product Formulation in Tourism", "there are 5 components: of a destination product attraction, facilities, accessibility, image and price". Prospective travelers consider all aspects of a potential visit to a destination; hence, the product should be designed in a package consisting of all tangible/intangible components and activities available in the destination and the market prices. There are at least 5 components to consider when creating a product offer. These are: attractions and neighborhoods, facilities and services, accessibility, destination image, and pricing

(Hasan, 2015:167). Raju (2000:55) states that the quality of tourism product services is divided into 5 components: attraction, transport, accommodation, support and auxiliary services, physical and communication infrastructure. Middleton (2009:123) states that there are 5 tourism products: the attraction of the destination and the environment, the destination and service facilities, accessibility, destination image, and the price.

2.3 Satisfaction

Post-purchase behavior contributes to either complacent or dissatisfied attitudes of consumers. Satisfaction is the feeling of pleasure or disappointment experienced after comparing the actual performance of the product to the expected performance (outcome) (Kotler and Keller, 2007:117). Factors that affect customer satisfaction include the quality of the product or service, sales activities, after sales services and corporate values. If a customer is satisfied with the value provided by the product or service, then they are more likely to become a loyal customer.

Factors affecting customer satisfaction include, among others:

1. Interesting.
2. Relaxing.
3. Pleasant.
4. Delighted.

(Marek Nowacki, 2010) and M. Kozak, 2001).

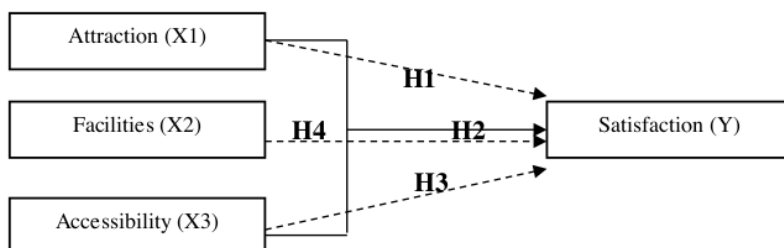
This research measures satisfaction using the terms happy, interesting, relaxing and fun. The realization of customer satisfaction through planning, implementation, and control of special programs has the potential to provide significant benefits, including the following:

- 23 Reaction to low-cost producers.
2. The economic benefit of customer retention versus perpetual prospecting.
3. The relative value of sustained relationships.
4. Persuasion power from mouth to mouth (word of mouth).
5. Reduced price sensitivity.
6. Customer satisfaction as an indicator of business success in the future.

(Tjiptono, 2007:352-353).

3. Research Methodology

This research is conducted using survey research. The purpose of this study is to explain the relationship between the chosen variables. The population of this study includes tourists who have visited the Papuma Beach in the Jember District. The sampling technique used is purposive sampling. The method of determining the sample size is the method developed by Roscoe in his book "Research Methods for Business" (1982:253) as quoted in Sugiyono (2009:129), that is multivariate analysis where the number of sample members is minimal (10), including the number of independent and dependent variables. The analysis used in this research is multivariate analysis, that is multiple linear regression analysis, consisting of 4 (four) variables. Hence, the sample size taken is at least = 15×4 variables = 60 sample members.



Picture 1. Research Model

4. Results

Multiple linear regression testing can be used to determine the level of influence of an independent variable (tourist attraction, facilities, and accessibility) on the dependent variable (satisfaction). Based on testing, with the help of SPSS for Windows 17.0, the results are presented in the following table.

Table 4.1 Results of Multiple Linear Regression Calculations

Variable	Regression Coefficient	t-count	Sig.	Information
Constant a	6,941	6,074	0,000	-
X1	0,398	5,400	0,000	Significant
X2	0,151	2,131	0,038	No Significant
X3	0,129	1,710	0,093	
R				0,803
R Square				0,646
F Count				33,997
Sig				0,000
N				60

Source: Researcher

Each independent variable is said to have a significant (real) influence if the probability is $\leq 5\%$ (α). The results of the t-test using SPSS for Windows program are shown in the table below.

Table 4.2 Results of the t-test

Variable	t-count	Sig.	Information
X1	5,400	0,000	Ha1 accepted
X2	2,131	0,038	Ha2 accepted
X3	1,710	0,093	Ha3 rejected

Source: Researcher

This test aims to determine the effect of tourist attraction, facilities, and accessibility simultaneously on the satisfaction of tourists. This study was conducted using a significance level of 0.05. Together, the variables are shown to significantly influence the satisfaction of tourists if the probability is ≤ 0.05 . Conversely, if the

probability $p > 0.05$, then the variables do not significantly affect the satisfaction of tourists. The results of the F test can be seen in Table 4.3.

Table 4.3 Results of the F-test

Dependent Variable	Independent Variable	R Square	F-count	Sig.
Y	X1, X2, X3	0,646	33,997	0,000

5. Discussion

5.1 The Influence of Tourist Attraction on Satisfaction

The results of the regression test show that tourist attraction has a positive and significant effect on satisfaction. This means that tourist attraction measured at Papuma Beach determines the satisfaction of tourists participating in the Papuma Beach Tour in the Jember District.

Tourist attraction refers to anything that has charm, uniqueness and a high value, which entices tourists to see a certain destination. Hence, the tourist attraction offered by the Papuma Beach Tour in the Jember Regency is a natural tourist attraction (natural attraction). In context, the marketing of tourist attraction is an element of the product. Tourist attraction is the main motivation for visitors to visit a particular destination. In addition, tourist attraction can also motivate visitors to return to a destination. These findings are consistent with research by Marek Nowacki (2010), Mukhles Al-Ababneh (2013), Suthathip Suanmali (2014) and Valentine Della Corte et al. (2014).

5.2 The Effect of Facilities on Satisfaction

The statistical test also shows that facilities also have a positive and significant effect on satisfaction. This means facility factors such as the availability of hotels or inns, the availability of food stalls, the availability of equipment rentals (eg mats, tires, boats), the availability of places of worship for tourists, and the availability of clean and comfortable toilets is a factor that determines the satisfaction of tourists on the Papuma Beach Tour in the Jember District (Sammeng, 2001:39). According to Yoeti (2003:56), tourist facilities include all facilities that function to meet the needs of tourists staying at a tourist destination. If the tourist facility can provide satisfaction to visitors then this will stimulate tourist satisfaction. According to Mill (2000:30), "Tourist facility is a support service that is always ready to be utilized by the tourists and the service offers quality and price in accordance with the needs of tourists". These findings are consistent with research by Marek Nowacki (2010), Mukhles Al-Ababneh (2013) and Valentine Della Corte et al. (2014).

5.3 Effect of Accessibility on Satisfaction

The accessibility variable has no significant effect on satisfaction. This means that accessibility factors measured to Papuma Beach are satisfactory, including the parking lot and the availability of public transport. These results are consistent with the findings of Suwanto (2000: 56) who states that accessibility is one of the important aspects that supports the development of tourism, because it involves cross-sectoral development.

Soekadijo (2003:107-108) states that accessibility requirements include things such as access to information of how to find a destination and suitable road conditions. These findings are inconsistent with research by Mukhles Al-Ababneh (2013), Erdal ARLI and Gokce Cicek Cehyun (2014), Suthathip Suanmali (2014) and Valentine Della Corte et al. (2014).

5.4 The Influence of Attractiveness, Facilities, and Accessibility on Tourist Satisfaction

This discussion is related to the test results of the 4th hypothesis which states that attractiveness, facilities, and accessibility significantly affect the satisfaction of tourists. The results show that attractiveness, facilities, and accessibility have a simultaneously affect on the satisfaction of tourists at Papuma Beach. Based on these results, it can be said that attraction, facilities, and accessibility influence tourists' satisfaction, however, the results also suggest that accessibility does not affect the satisfaction of tourists. Based on the simultaneous test, the results of the coefficient of the determination doubled (R²) is equal to 0.646, which means that there is a 64.6% change of satisfaction influenced by the variables of tourist attraction, facility, and accessibility, while the remaining 35.4% is caused by other factor such as accommodation, quality of service, and others not included in the regression equation.

6. Conclusion

Tourist attraction and facilities have a partial influence on the satisfaction of tourists on the Papuma Beach Tour in the Jember District. Therefore, tourist attraction, facilities, and accessibility simultaneously have an effect on the satisfaction of tourists. However, the accessibility variable has no significant effect on satisfaction.

Future research may adopt the following improvements:

1. For future studies concerning the Papuma Beach Tour in the Jember Regency, researchers must pay close attention to the components related to these factors, including: the uniqueness and the natural conservation around the tourist site, the arrangement of good facilities and cleanliness, and the fulfillment of access needs to tourist sites.
2. Future research should include more variables such as accommodation, infrastructure, service quality, etc. to enable a more comprehensive finding.

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