Indonesian Tourist Satisfaction towards GWK Cultural Park Using Importance-Performance Analysis (IPA) as a Tool to Determine Improvement Priorities

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Abstract

This research aims to identify the level of satisfaction of Indonesian tourists, the tourism product attributes that need improvement, and the loyalty of Indonesian tourists towards the tourism products at GWK Cultural Park. This research employs a quantitative method with 100 samples collected through accidental sampling. Primary data collection is conducted through questionnaires, field observations, and documentation. The analysis methods used in this research are the Customer Satisfaction Index (CSI) and Importance-Performance Analysis (IPA). The research findings indicate that the satisfaction index of Indonesian tourists stands at 84%, indicating that Indonesian tourists are delighted with the tourism products at GWK Cultural Park. Based on the Importance-Performance Analysis (IPA) results, the top priorities that the management should implement to enhance the satisfaction of Indonesian tourists are providing tourist attractions that match the price paid, having staff who quickly process entrance tickets, and ensuring that the tourist area is free from unpleasant odors. The level of loyalty among Indonesian tourists in the attitudinal loyalty category is 18%, the behavioral loyalty category is 45%, and the composite loyalty category is 37%. This research demonstrates that tourist attractions that align with the price paid, responsive staff, and an odor-free environment are crucial in enhancing the satisfaction of Indonesian tourists, who have an 82% chance of becoming repeat guests at GWK Cultural Park.

Indonesian Tourist Satisfaction towards GWK Cultural Park Using Importance-Performance Analysis (IPA) as a Tool to Determine Improvement Priorities

A. Introduction

The needs and desires of consumers are highly diverse and can change due to various factors when making a purchase(Nugraha et al., 2021). These consumer needs and desires naturally require a sense of satisfaction when buying or using a product. Consumers who are satisfied with a product and its service tend to repurchase the product and reuse it when the same need arises again(Indrasari, 2019). Consumer behavior can also be observed in the tourism industry, underpinning all marketing activities to develop, promote, and sell tourism products(Li & Cao, 2022).

Satisfying customers in the tourism industry is essential for three main reasons: 1) It leads to positive word-of-mouth recommendations about the product to friends and relatives, which in turn brings in new customers; 2) Satisfying tourists can create repeat customers as they have already experienced the product during their first visit, minimizing the need for additional marketing efforts; 3) Handling complaints, including those categorized as "expensive," can be time-consuming and costly in terms of compensation, as well as damaging the organization's reputation.

The province of Bali has many tourist attractions that tourists can visit, but one of Bali's tourism strengths is the Garuda Wisnu Kencana Statue, claimed to be the fourth tallest statue in the world(Dewi, 2023). The figure of Garuda Wisnu Kencana (GWK) in Bukit Ungasan, South Kuta, Badung Regency, has become a tourism icon for Bali to attract domestic and international tourists(Kapela, 2018). The Garuda Wisnu Kencana Cultural Park is always bustling with domestic visitors, with an average of 4,000 to 5,000 visitors per day outside the high season since the inauguration of the GWK Statue(Dewi, 2023.).

In order to maintain consistent visits from Indonesian tourists, the GWK management must provide the best tourism product to achieve customer satisfaction. Customer satisfaction occurs when performance meets or exceeds expectations. However, if performance falls below expectations, it leads to customer dissatisfaction with the product (P.J et al., 2023). One of the benefits of customer satisfaction is the ability to enhance customer loyalty in terms of recommendations and return visits (Indrasari, 2019). Therefore in this research, Importance-Performance Analysis (IPA) is a valuable tool for understanding and improving tourist satisfaction. IPA involves assessing the importance and performance of various attributes or factors that contribute to tourist satisfaction. The goal is to identify areas where improvements can be made to enhance tourist experiences and loyalty (Wilkins, 2010).

Tang et al. (2019) mention the widespread use of IPA in tourism research, including cultural heritage sites. They highlight the value of IPA in understanding tourist experiences and commercialization of tourism. By conducting IPA, cultural heritage sites can identify the key factors that

contribute to visitor satisfaction and develop strategies to enhance their offerings. The success of a tourist destination cannot be measured solely based on the number of visitors it attracts. Therefore, tourist satisfaction must still be considered to encourage the possibility of repeat visits(Lailiiyah&Sanjoto, 2021). Tourist satisfaction does not always reach perfection; these shortcomings need to be identified in order to improve tourist satisfaction (Fitrianti et al., 2015). Research by Anggraeni (2019)indicates that the quality of the tourist attraction at Garuda Wisnu Kencana Cultural Park is influenced by awareness and the image of the tourist attraction. Tourists perceive a cultural tourist destination to have good quality when it possesses positive knowledge and information (awareness) and a positive image. This positive image can be realized by creating superior product quality and services to enhance tourist satisfaction, strengthen brand equity, and gain tourist loyalty.

Tourism image is directly influenced by product quality, satisfaction, intention to revisit, and willingness to recommend the destination, which leads to tourist loyalty(Soe & Thein, 2021). Improving satisfaction alone does not always guarantee customer loyalty. Creating a positive image and fostering trustworthiness and satisfaction are also important for building loyal customer relationships in the tourism industry (Sarmah & Rahman, 2018).

Understanding the level of tourist satisfaction enables attraction and destination managers to identify products or services that need improvement and identify the overall tourist experience. Satisfied tourists tend to become loyal, leading to repeat visits and positive word-of-mouth recommendations, thus retaining tourists who have tried the products or services at the attraction or destination(Rahim et al., 2022). Tourist satisfaction and loyalty are crucial for attractions and destinations to understand tourist preferences and maintain a competitive advantage in the tourism industry, as well as provide valuable insights that can be used for effective resource allocation(Sangpikul, 2018).

Based on these issues, this research aims to identify the level of Indonesian tourist satisfaction towards the tourism product of GWK Cultural Park, determine which attributes of GWK Cultural Park's tourism product need improvement to enhance domestic tourist satisfaction and identify the loyalty of Indonesian tourists towards the attraction of Garuda Wisnu Kencana Cultural Park.

B. Literature Review
Importance-Performance Analysis (IPA)

Importance-Performance Analysis (IPA) is used to determine which attributes need improvement to enhance tourist satisfaction. The application of Importance-Performance Analysis (IPA), introduced by Martilla and James in

1977 and well-documented, is for measuring satisfaction and efficient resource allocation (Rezfajri, 2022). Many practitioners and researchers have applied Importance-Performance Analysis (IPA) to identify performance-importance factors in customer satisfaction survey data for products or services (Chang, 2014). Therefore, following a customer satisfaction survey and data analysis using Importance-Performance Analysis (IPA), a manager can make rational decisions on the best use of scarce resources to achieve the highest level of customer satisfaction (Lai & Hitchcock, 2015).

In the Importance-Performance Analysis (IPA), there is an IPA drid that presented an illustration and interpretation of the importance and performance of tourism products or services. IPA grid can provide an insight into tourist evaluations on critical issues in the tourism industry. the IPA grid divided into four quadrants.
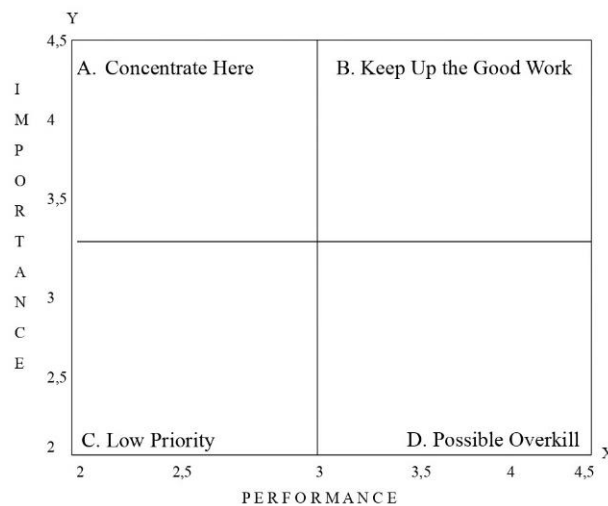

Figure 1. Importance-performance analysis grid
Source: Simon et al. (2020)

Quadrant A (Concentrate Here): Indicates factors or attributes that are considered highly important but are not implemented by management according to the tourists' expectations, leading to disappointment or dissatisfaction. Quadrant B (Keep Up the Good Work): Signifies attributes that have been successfully implemented. These attributes should be maintained because they are deemed highly important and highly satisfactory. Quadrant C (Low Priority): Represents some attributes with relatively low significance for customers. Their implementation by the company is typically mediocre. These attributes are considered less important and less satisfactory. Quadrant D (Possible Overkill): Points to attributes that are considered unimportant by tourists, yet they are

excessively implemented. In simple terms, these are attributes that are not highly important to tourists but have good performance.

Tourism Product

Tourism products are everything offered to tourists through attention, acquisition, use, and consumption in order to provide satisfying experiences that meet their needs and desires. Tourism products encompass physical forms, services, places, organizations, and ideas (Ismayanti, 2020). Tourism products are everything produced to meet the needs of tourists from the moment they leave their residence until they return. Tourism products can be tangible and intangible. Tangible products can be directly seen and touched, allowing tourists to assess whether they meet their expectations. On the other hand, intangible products consist of services provided by tourism operators and providers to create tourist satisfaction (Isdarmanto, 2017).

Cultural Tourists

Tourists reside in a country regardless of nationality, visiting a place within the same country for more than 24 hours to utilize their leisure time for recreation, vacation, health, education, religion, or sports. It can also include visits for business or to visit family (Suwena & Widyatmaja, 2017). McKercher & du Cros (2017) specialize in cultural tourists and classify them into five types: purposeful cultural tourists, sightseeing cultural tourists, serendipitous cultural tourists, casual cultural tourists, and incidental cultural tourists.

Purposeful cultural tourists are individuals typically associated with cultural tourism who travel to experience in-depth cultural tourism. Sightseeing cultural tourists travel for cultural tourism motives but do not seek a deep cultural experience. Serendipitous cultural tourists are travelers who engage in cultural tourism but do not deeply understand the culture. Casual cultural tourists are individuals who consider cultural tourism as a weak motive for visiting a destination and do not seek a deep experience. Incidental cultural tourists travel to a destination for reasons other than cultural tourism but visit cultural heritage attractions.

Tourist Satisfaction

Satisfaction originates from the Latin words "satis" (enough) and "facere" (to do or make). Therefore, a satisfying product (goods and services) can provide what is sought after, reaching the category of "sufficiently satisfied." The consumer experience should be at least as good as expected after trying a product (Ameer, 2013). After purchasing a product, consumers will evaluate whether it meets their expectations or falls short of them (Mahsyar & Surapati, 2020). The principle of satisfaction is the comparison between expectations and

the tourists' perceived performance level. In other words, if the product's perceived performanceexceeds expectations, the tourists will be satisfied or happy (Suwena & Widyatmaja, 2017).

Tourist satisfaction depends on several attributes of cultural sites, namely, attraction, information, staff and accessibility, environment, and facilities (Bhuiyan & Darda, 2020). Tourist satisfaction is greatly influenced by the cultural experiences and the uniqueness and authenticity of the tourist attractions they visit. In addition, tourists also pay attention to the cleanliness and good maintenance of the tourist attractions, as well as the security and clear signage within the tourist attractions. Accurate information and supporting materials about tourist attractions influence tourists to visit and create satisfaction towards a tourist attraction.

Adequate staff and accessibility are necessary for the operational success of a tourist attraction. Friendly and knowledgeable staff about the tourist area are required to achieve satisfaction. Accessibility refers to the suitability of opening hours and convenient parking arrangements for tourists. The environment encompasses natural beauty, the overall tourist environment, biodiversity, and diverse and appealing natural landscapes that attract tourists. It is also important to have conservation activities and a pollution-free environment for tourist satisfaction.The facilities referred to are physical facilities intended for all tourists, including elderly tourists and persons with disabilities. Each facility is also complemented by the services provided by the tourism staff. The quality of on-site services can enhance the satisfaction and experience of the tourists and influence their decision to visit the attraction.

Tourist Loyalty

Loyalty is the willingness of customers to continue using or purchasing a product in the long term and to recommend the product to friends and associates. Loyalty is obtained as a result of customer satisfaction. Providing satisfying service experiences to customers and building perceptions of product quality are the first and most important steps in building a loyal customer base(Wirtz & Lovelock, 2018). In the tourism industry, loyalty is demonstrated when tourists show positive attitudes towards a brand, in this case, a place or destination, consistently returning over time(Li & Cao, 2022). Loyalty is tied to the emotional nature of an individual who feels satisfied with a product, leading them to intend to return and spread positive word-of-mouth to others (Kumar, 2010).

In the past few decades, tourism researchers have incorporated the concept of consumer loyalty into tourism products, destinations, or recreational/holiday activities(Sangpikul, 2018). According toZhang et al. (2014), the loyalty measurement can be summarized into attitudinal, behavioral, and

composite loyalty. Attitudinal loyalty refers to the intention of tourists to recommend a tourist destination. Behavioral loyalty includes the intention to revisit, while composite loyalty combines both.

Attitudinal loyalty may not necessarily indicate the intention to revisit, but behavioral and composite loyalty indicates the intention to revisit (Zhang et al., 2014). The intention to recommend and revisit a tourist destination is the most common measurement item in studies on tourist loyalty (Almeida-Santana & Moreno-Gil, 2018). The attitudinal-composite loyalty measurement approach is appropriate for assessing tourist loyalty across marketing and tourism research field (Sangpikul, 2018).

C. Research Methods

This research was conducted quantitatively, with the population being all domestic tourists who visited GWK Cultural Park. The sample size determination in the study utilized the Solvin formula: $n=N/1+N(e)^2$(Lohr, 2019). Table 1 shows the population of domestic tourists to GWK Cultural Park in 2022, totaling 256,621 people. In 2014, Neuman introduced a modified approach to determining the acceptable percentage error level, proposing a 10% error margin for ensuring the accuracy of research respondents when the population consists of 150,000 members or more (Grønmo, 2020). Consequently, this research employed the Slovin formula with a 10% error margin, leading to a sample size of 100 respondents of Indonesian tourists who visited GWK Cultural Park.

Table 1. The Number of tourists to GWK Cultural park in 2022

Months	The Number of Tourists (people)	
	Indonesian Tourists	International Tourists
January	6,699	0
February	5,934	5,000
March	7,410	4,000
April	1,888	1,119
May	21,588	3,840
June	33,533	8,400
July	22,877	1,332
August	16,749	1,747
September	22,467	0
October	38,206	2,187
November	25,399	2,488
December	53,871	2,464
Total	256,621	32,577

Source: PT. Garuda Adhimatra Indonesia (2023)

The sampling technique used in this research is Accidental Sampling (Lohr, 2019). Primary data collection was conducted through distributing questionnaires, field observations, and documentation. The level of satisfaction of domestic tourists, which will be measured and asked by the respondents, is their assessment of the tourism product of GWK Cultural Park, measured based on importance and performance ratings using a 5-point Likert interval scale(Hair et al., 2019). The data analysis methods used are the Customer Satisfaction Index (CSI), Importance-Performance Analysis (IPA), and descriptive statistical analysis to obtain a descriptive overview of the research respondents, particularly regarding the research variables used.

D. Result
Instrument Validity and Reliability

Table 2. Validity test

Items	Importance			Performance		
	R_{value}	R_{table}	Description	R_{value}	R_{table}	Description
A1	0.407	0.361	Valid	0.531	0.361	Valid
A2	0.450	0.361	Valid	0.534	0.361	Valid
A3	0.493	0.361	Valid	0.735	0.361	Valid
A4	0.636	0.361	Valid	0.831	0.361	Valid
I5	0.508	0.361	Valid	0.631	0.361	Valid
I6	0.468	0.361	Valid	0.459	0.361	Valid
I7	0.694	0.361	Valid	0.667	0.361	Valid
S8	0.573	0.361	Valid	0.630	0.361	Valid
S9	0.545	0.361	Valid	0.714	0.361	Valid
S10	0.454	0.361	Valid	0.535	0.361	Valid
S11	0.514	0.361	Valid	0.634	0.361	Valid
L12	0.392	0.361	Valid	0.466	0.361	Valid
L13	0.635	0.361	Valid	0.398	0.361	Valid
L14	0.422	0.361	Valid	0.607	0.361	Valid
F15	0.525	0.361	Valid	0.494	0.361	Valid
F16	0.511	0.361	Valid	0.750	0.361	Valid
F17	0.415	0.361	Valid	0.568	0.361	Valid
F18	0.543	0.361	Valid	0.367	0.361	Valid

Source: Data processing results (2023)

Based on Table 2, all the tourism product variables are deemed valid as they exceed the value of 0.361. The validity testing was initially conducted on 30 respondents before proceeding with the questionnaire distribution until the end. The critical value (R-table) was obtained at a significance level of 5% with n=30, resulting in a value of 0.361.

Table 3. Reliability test

Variable Satisfaction of Indonesian Tourists	Cronbach's Alpha Value	Alpha's Value	Description
Importance	0,832	0,60	Reliable
Performance	0,876	0,60	Reliable

Source: Data processing results (2023)

Based on Table 3, the reliability test results show a Cronbach's Alpha value of 0.832 for the importance level and 0.876 for the performance level. Therefore, the tourism product variables are deemed reliable. According to Sujarweni (2014), a questionnaire is reliable or consistent if it has an Alpha value greater than 0.60.

Indonesian Tourists' Satisfaction LevelsTowards Tourism Product

Table 4. Customer satisfaction index for tourism attraction attributes

No.	Indicators	MIS	MSS	WS
1	The GWK Cultural Park area is well-maintained and clean (A1)	4.16	4.15	17.26
2	The attractions at GWK Cultural Park are worth the price paid (A2)	4.46	3.72	16.59
3	There are signboards directing towards the attractions at GWK Cultural Park (A3)	4.10	4.17	17.10
4	Safety and security during physical activities (A4)	4.16	4.33	18.01
	Total	16.88	16.37	
	WT			68.97
	Customer Satisfaction Index =	$\dfrac{68.97}{5 \times 16.88}$	x 100%	= 82%

Source: Data processing results (2023)

Based on Table 4, the level of satisfaction among Indonesian tourists regarding the tourism attraction attributes is at a very satisfactory level, as seen from the Indonesian tourist satisfaction index value of 82%.

Table 5. Customer satisfaction index for information attributes

No.	Indicators	MIS	MSS	WS
1	Information boards are explaining each attraction at GWK Cultural Park (I1)	4.30	4.35	18.71
2	The information on social media aligns with what is experienced (I2)	4.17	4.29	17.89
3	The information provided by the tour guides is easily understood (I3)	4.24	4.21	17.85

No.	Indicators	MIS	MSS	WS
	Total	12.71	12.85	
	WT			54.44
	Customer Satisfaction Index =	$\dfrac{54.44}{5 \times 12.71}$ x 100%		= 86%

Source: Data processing results (2023)

Based on Table 5, the level of satisfaction of Indonesian tourists regarding the information attribute is at a very high level. This can be seen from the index value of 86% for the satisfaction of domestic tourists.

Table 6. Customer satisfaction index for staff and accessibility attributes

No.	Indicators	MIS	MSS	WS
1	Clean and tidy staff appearance (S1)	4.18	4.30	17.97
2	Friendly and polite greetings from staff to tourists (S2)	4.24	4.20	17.81
3	Responsive staff in processing ticket purchases for tourists (S3)	4.27	4.16	17.76
4	Ease of obtaining information about GWK Cultural Park on the internet (S4)	4.27	4.30	18.36
	Total	16.96	16.96	
	WT			71,91
	Customer Satisfaction Index =	$\dfrac{71.91}{5 \times 16.96}$ x 100%		= 85%

Source: Data Processing Results (2023)

Based on Table 6, Indonesian tourists' satisfaction level regarding the staff and accessibility attributes is at a very high level. This can be seen from the index value of 85% for the satisfaction of Indonesian tourists.

Table 7. Customer satisfaction index for environment attributes

No.	Indicators	MIS	MSS	WS
1	Feeling comfortable during the visit to GWK Cultural Park (L1)	4.35	4.35	18.92
2	A beautiful and lush environment with many trees (L2)	4.20	3.87	16.25
3	GWK Cultural Park area is free from unpleasant odors (L3)	4.28	4.20	17.98
	Total	12.83	12.42	
	WT			53.15
	Customer Satisfaction Index =	53.15 x 100%		= 83%

No.	Indicators	MIS	MSS	WS
		5 x 12.83		

Source: Data processing results (2023)

Based on Table 7, the level of satisfaction of Indonesian tourists regarding the environment attribute is at a very satisfactory level. This can be seen from the index value of 83% for the satisfaction of Indonesian tourists.

Table 8. Customer satisfaction index for tourist facilities attributes

No.	Indicators	MIS	MSS	WS
1	Tourist facilities meet the needs of tourists (F1)	4.30	4.32	18.58
2	Adequate seating and resting areas (F2)	4.15	4.35	18.05
3	Adequate facilities for visitors with disabilities (F3)	4.25	4.26	18.11
4	Adequate toilets at GWK Cultural Park (F4)	4.28	4.28	18.32
	Total	16.98	17.21	
	WT			73.05
	Customer Satisfaction Index =	$\dfrac{73.05}{5 \times 16.98}$ x 100%		= 86%

Source: Data processing results (2023)

Based on Table 8, the level of satisfaction of Indonesian tourists regarding the tourist facilities attribute is at a very satisfactory level. This can be seen from the index value of 86% for the satisfaction of Indonesian tourists.

Table 9. Customer satisfaction index towards tourism product

No.	Tourism Product Attributes	MIS	MSS	WS
1	Tourist Attractions	4.22	4.09	17.26
2	Information	4.24	4.28	18.15
3	Staff and Accessibility	4.24	4.24	17.98
4	Environment	4.28	4.14	17.72
5	Tourist Facilities	4.25	4.30	18.28
	Total	21.23	21.05	
	WT			89.38
	Customer Satisfaction Index =	$\dfrac{89.38}{5 \times 21.23}$ x 100%		= 84%

Source: Data processing results (2023)

Based on Table 9, Indonesian tourists' satisfaction level towards the tourism product of GWK Cultural Park is 84%, which falls within the index

range of 81% - 100%. This means that overall, the satisfaction of Indonesiantourists towards the tourism product attributes of GWK Cultural Park is at a very satisfactory level.

Attributes of Tourism Products that Need Improvement

The Customer Satisfaction Index (CSI) can be improved by making enhancements to the performance of attributes identified through Importance-Performance Analysis (IPA)(Anggraini et al., 2015).

Table 10. The values for importance-performance quadrant

No.	Items	Performance (X)	Importance (Y)
1	GWK Cultural Park area is well-maintained and clean (A1)	4.15	4.16
2	Attractions at GWK Cultural Park are worth the price paid (A2)	3.72	4.46
3	Direction signs to attractions at GWK Cultural Park are available (A3)	4.17	4.10
4	Safety and security during physical activities (A4)	4.33	4.16
5	Information boards explaining each attraction at GWK Cultural Park are available (I1)	4.35	4.30
6	Consistency of information on social media with experience (I2)	4.29	4.17
7	Information provided by tour guides is easily understandable (I3)	4.21	4.24
8	Clean and tidy staff appearance (S1)	4.30	4.18
9	Friendly and polite greetings from staff to tourists (S2)	4.20	4.24
10	Responsive staff in processing ticket purchases for tourists (S3)	4.16	4.27
11	Ease of obtaining information about GWK Cultural Park on the internet (S4)	4.30	4.27
12	Feeling comfortable during the visit to GWK Cultural Park (L1)	4.35	4.35
13	Scenic and tree-filled environment (L2)	3.87	4.20
14	GWK Cultural Park area is free from unpleasant odors (L3)	4.20	4.28
15	Tourist facilities meet the needs of tourists (F1)	4.32	4.30
16	Adequate seating and resting areas (F2)	4.35	4.15

No.	Items	Performance (X)	Importance (Y)
17	Adequate facilities for visitors with disabilities (F3)	4.26	4.25
18	Adequate toilets at GWK Cultural Park (F4)	4.28	4.28
	Mean (X, Y)	4.21	4.24

Source: Data processing results (2023)

Based on Table 10, the X-axis intercept is located at the value of 4.21, and the Y-axis intercept is at 4.24. The data obtained was then processed using SPSS version 25. The tourism product attributes that need improvement to enhance the satisfaction of domestic tourists are presented in Figure 1.
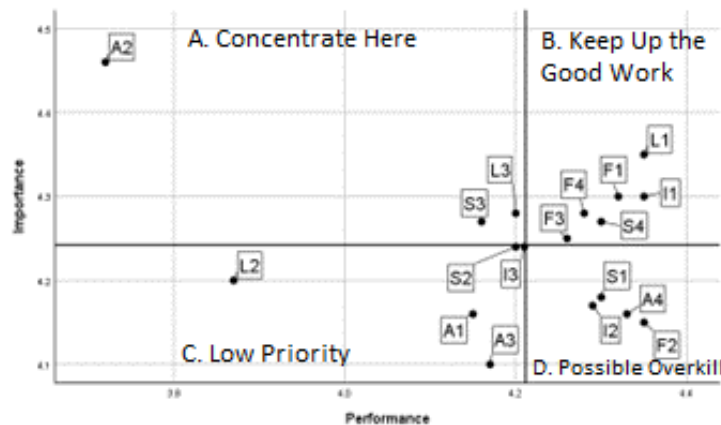
Figure 2. IPA grid of tourism product
Source: Data processing results (2023)

Based on Figure 2, there are three items in Quadrant A, six in Quadrant B, five in Quadrant C, and four items located in Quadrant D.

Loyalty of Indonesian Tourists to GWK Cultural Park

Table 11. Loyalty of Indonesian tourists

No.	Statement	Frequency	Percentage
1	I intend to recommend GWK Cultural Park to others.	18	18%
2	I intend to revisit GWK Cultural Park.	45	45%
3	I intend to recommend and revisit GWK Cultural Park.	37	37%
	Total	100	100%

Source: Data Processing Results (2023)

According to Table 11, the data results show that attitudinal loyalty, which is the intention to recommend to others, has the lowest percentage at 18%. Behavioral loyalty, the intention to revisit, has the highest frequency at 45%. Composite loyalty, which is the intention to recommend and revisit GWK Cultural Park, has a frequency of 37%.

E. Discussion
Indonesian Tourists' Satisfaction Levels Towards Tourism Product

In this study, the level of satisfaction of Indonesian tourists towards the tourism product of GWK Cultural Park is at a highly satisfactory level. Regarding the attraction attribute, the indicator of safety and security in physical activities (A4) has the highest performance score, as the GWK staff are always vigilant in every attraction area and ensure that Indonesian tourists follow the guidelines before engaging in outbound activities to prevent accidents. This aligns with the study by Asmelash & Kumar (2020), which states that ensuring safety and security is mandatory for managers to protect Indonesian tourists at GWK Cultural Park.

In the information attribute, two indicators have higher performance scores compared to their importance scores. These indicators are the availability of information boards explaining each attraction in GWK Cultural Park (I1) and the consistency of information on social media with what is experienced (I2), indicating that these two indicators meet the expectations of Indonesian tourists. However, the third indicator, which is the information provided by tour guides being easily understood (I3), has a higher importance score than its performance score, indicating that this indicator does not meet the expectations of Indonesian tourists.

The staff and accessibility attributes have relatively high satisfaction indexes among Indonesian tourists, mainly due to the indicators of clean and tidy appearance of staff (S1) and ease of obtaining information about GWK Cultural Park on the internet (S4), which have higher performance scores than their importance scores. The remaining two indicators have higher importance scores than their performance scores, namely friendly and polite greetings from staff to tourists (S2) and staff responsiveness in processing ticket purchases for tourists (S3), indicating that these two indicators do not meet the expectations of Indonesian tourists. This is consistent with the study by Anggraeni (2019), which states that fast and efficient service can create a positive image for a tourist destination and enhance the satisfaction of Indonesian tourists.

In the environmental attribute, the indicator L2, a green and tree-filled environment, has the lowest performance score among the three indicators. This is because GWK Cultural Park is located in an area formerly a limestone mining site, resulting in a scarcity of trees. A tourist destination should have well-

planned trees and good aesthetics to create a comfortable and cool atmosphere, encouraging tourists to stay longer (Sugiarti& Fikri, 2021).

Lastly, the tourism facilities attribute has the highest satisfaction index among other tourism product variables. The performance scores of each indicator in the tourism facilities attribute exceed their importance scores, indicating that all indicators meet the expectations of Indonesian tourists. This is consistent with the study by Simarmata (2020), which states that the facilities of GWK Cultural Park are rated well by Indonesian tourists, and GWK Cultural Park is friendly to people with disabilities.

However, there are still attributes that have not met the expectations of Indonesian tourists, as they have low-performance scores, which affect the Weighted Score. These attributes are the attraction, staff and accessibility, and environment attributes. GWK Cultural Park needs to be consistent and innovative in creating superior product quality and services to enhance the satisfaction of Indonesian tourists and obtain their loyalty (Anggraeni, 2019).

Attributes of Tourism Products that Need Improvement

Table 12. Result of IPA diagram for GWK cultural park tourism product

Quadrant A. *Concentrate Here*	Quadrant B. *Keep Up the Good Work*
Attractions at GWK Cultural Park are worth the price paid (A2)	Information boards explaining each attraction at GWK Cultural Park are available (I1)
Responsive staff in processing ticket purchases for tourists (S3)	Ease of obtaining information about GWK Cultural Park on the internet (S4)
GWK Cultural Park area is free from unpleasant odors (L3)	Feeling comfortable during the visit to GWK Cultural Park (L1)
	Tourist facilities meet the needs of tourists (F1)
	Adequate facilities for visitors with disabilities (F3)
	Adequate toilets at GWK Cultural Park (F4)
Quadrant C. *Low Priority*	Quadrant D. *Possible Overkill*
GWK Cultural Park area is well-maintained and clean (A1)	Safety and security during physical activities (A4)
Direction signs to attractions at GWK Cultural Park are available (A3)	Consistency of information on social media with experience (I2)
Information provided by tour guides is easily understandable (I3)	Clean and tidy staff appearance (S1)
Scenic and tree-filled environment (L2)	Adequate seating and resting areas (F2)
Friendly and polite greetings from staff to tourists (S2)	

Source: Data Processing Results (2023)

Based on Table 12, attributes in quadrant A are the main priorities for improvement. Continuous improvement should be carried out to enhance their performance and satisfy Indonesian tourists visiting GWK Cultural Park. The results of the Importance-Performance Analysis (IPA) diagram provide a clearer picture of Indonesian tourists' satisfaction, as there are tourism product attributes with poor performance or not meeting the expectations of Indonesian tourists, thus requiring improvement. The tourism product attributes performing poorly in quadrants A and C are predominantly related to tourist attractions, staff,access, and the environment.

Therefore, regardingIndonesiantourists' satisfaction, the tourism product attributes, namely tourist attractions, staff, access, and the environment have low indices. All factors contributing to Indonesiantourists' satisfaction need to be effectively managed. Additionally, the management of GWK Cultural Park can employ better management practices and improve performance, especially in efforts to enhance the satisfaction of Indonesiantourists and foster tourist loyalty.

Loyalty of Indonesian Tourists to GWK Cultural Park

The data results indicate that attitudinal loyalty, which is the intention to recommend to others, has the lowest percentage with 18 people. Of the 18 individuals who chose attitudinal loyalty, they were Indonesiantourists visiting GWK Cultural Park for the first time. Composite loyalty, which includes the intention to recommend and revisit GWK Cultural Park, has a frequency of 37 people. Behavioral loyalty, specifically the intention to revisit, has the highest frequency with 45 people. Overall, approximately 82% of Indonesiantourists can potentially become repeater guests at GWK Cultural Park, a combination of behavioral and composite loyalty.

This aligns with Wiranatha et al.'s research (2019), which suggests that Indonesiantourists are more likely to revisit if they are satisfied with the tourism products at the destination they visited. Compared to Indonesiantourists who only intend to recommend, they are less likely to return to GWK Cultural Park because they perceive that they have seen enough and one visit is sufficient. Therefore, it is crucial to maintain the loyalty of Indonesian tourists by enhancing their satisfaction (Asmelash & Kumar, 2020).

F. Conclusion

Based on the discussion, it can be concluded that the level of satisfaction among domestic tourists regarding the tourism product attributes at GWK Cultural Park is highly satisfied. There are three priorities for improvement that the management should focus on to enhance the satisfaction of Indonesiantourists, including (1) ensuring that the GWK Cultural Park

attractions match the price paid, (2) having responsive staff to process ticket purchases for visitors, and (3) maintaining a pleasant and odor-free environment in the GWK Cultural Park area.

The assessment results of Indonesiantourists' loyalty indicate that the intention to revisit has the highest percentage. This signifies a significant opportunity to attract domestic tourists as repeater guests. Therefore, the management of GWK Cultural Park should prioritize strategies for quadrant A, such as implementing self-service ticket purchasing facilities and accepting debit cards or QRIS payments to expedite the ticket purchasing process. The GWK Cultural Park attractions can be refreshed by continuously collaborating with Indonesian artists to enticetourists to revisit GWK Cultural Park.

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