Do Facilities Affect Tourists' Satisfaction at Natural Tourist Attraction? A Case at Tegenungan Waterfall in Bali.

Gede Muna Satya Febriyana[1], I G.N. Agung Suprastayasa[2*], Made Darmiati[3]

[1] *Alumnus Politeknik Pariwisata Bali (Bali Tourism Polytechnic)*
[2,3]*Politeknik Pariwisata Bali (Bali Tourism Polytechnic)*

[*]*agung.suprastayasa@ppb.ac.id*

Abstract

Research on tourist satisfaction has been a topic of interest for many academicians. This study aimed to examine the effect of tourist facilities on tourist satisfaction at the natural attractions of Tegenungan waterfall, Bali. The sampling method used was accidental sampling with 100 samples collected in 5 days. Analysis of the data used is descriptive analysis and simple linear regression analysis. The results of the study indicate that the tourist facility variable has a significant effect on tourist satisfaction. T test results show that the tourist facilities (X) significantly affect tourist satisfaction (Y) at the natural attractions of Tegenungan waterfall, Bali. It is expected that the quality of existing tourist facilities can be improved so that it can have a positive impact on the satisfaction of tourists visiting the waterfall.

Keywords: tourist facilities, tourist satisfaction, natural tourist attraction,

A. Introduction

Bali Province is one of the leading provinces in the tourism sector in Indonesia. Based on its history, Bali has a relatively long history in the tourism industry. At the beginning of the development, many obstacles were found in terms of lack of facilities and infrastructure and human resources to support Bali's tourism development. Over time, Bali has now become a popular tourist destination among domesticas well as foreign tourists and this is one of the causes of rapid infrastructure growth and improved tourism facilities.

The number of tourist visits to Bali continues to increase every year. In 2016 there was a growth of foreign tourists to Bali by 23.14% or by 4,001,835 tourists. In comparison, the smallest growth occurred in 2018, which amounted to 6.54% or as many as 6,070,473 foreign tourists coming to Bali. In addition to foreign tourists, domestic tourists are also increasing every year. The biggest increase occurred in 2016, amounting to 20.91% from the previous year or by 8,735,633 tourists. In comparison, the smallest growth occurred in the following year which was 8,735,633 tourists with a growth percentage of 1.06.

According to Pitana and Diarta (2009), natural resources that can be developed into natural attractions are natural wonders and beauty, diversity of flora and fauna, wildlife life, natural vegetation, ecosystems which have not been touched by humans, recreation comfortable waters, megalithic objects, temperature and humidity. Nature tourism attraction is one of the tourist attractions which is visited by many tourists. One of the attractions of nature tourism which is visited by many tourists in a destination is waterfall. Many tourists are quiteenthusiasticto visit the natural tourism of the waterfall, because besides the attractive and beautiful nature, a waterfall is also very popular among tourists for photo objects as well as selfy. One of the famous waterfalls as a tourist attraction in Bali is Tegenungan waterfall. It can be reached from two sides, the village of Tegenungan and the village of Blangsinga. It is located in the District of Blahbatuh, Gianyar Regency. Both domestic and international tourists usually visit the waterfall.

Many researches have been done on the topic of tourists' satisfaction. Most studies discuss the impact of service quality on the tourists' satisfaction and also loyalty. The contexts vary like restaurant, hotel, airline and tour and travels. Utama, et al. (2011), examined the effect of service quality on customer satisfaction and loyalty of fast food restaurants. Hapsari, et al. (2017) investigated the effect of service quality, customer engagement and some selected marketing constructs on airline passenger loyalty. However, few studies are investigating the impact of tourist facilities on tourist satisfaction, especially in the natural tourist attraction of Tegenungan waterfall. Therefore, this study aimed at investigating such relationship between tourist facilities and tourist satisfaction.

B. Literature Review

Tourism Facilities

According to Yoeti (2003: 56) tourism facilities are all facilities whose function is to meet the needs of tourists who stay for a while in the tourist destination they visit, where they can relax and enjoy and participate in activities available in the tourist destination. In addition, Mappisammeng (2001: 39) states that one of the most important things to develop in tourism is facilities (convenience). It is not uncommon for tourists to visit a place or region or country, because they are attracted by the convenient facilities that can be obtained through facilities.

Activities carried out in a tourist attraction will certainly always require tourist facilities and each facility has several components.Here are some parts of the components of tourism facilities according to (Yoeti, 2003: 56): accommodation units, restaurants, bars and cafes, transports at the destination, sports and activities, other facilities, retail outlets, and other services.

Concerning accommodation units, it is required for a tourist attraction to have at least a place to stay located close to the tourist attraction or in the tourist attraction area. In restaurants bars and cafes requires a tourist attraction to have facilities that are small to large scale restaurants, bars or cafes. Transports at the destination as an indicator that illustrates that a tourist attraction has at least vehicle rental or transportation services. Sport and activities are fun activities on tourist attractions, other facilities on tourist attractions such as: a photo and gazebo. Retail outlets on tourist attractions such as: food stalls, money changers, souvenir shops. Other services on tourist attractions such as: information services for tourists and drivers waiting places.

According to Kiswanto (2011: 43), what is considered noteworthy in the provision of facilities include: the completeness, cleanliness and neatness of the facilities offered, the condition and function of the facilities to be offered, the ease of using the facilities offered.

Tourist Satisfaction

The word satisfaction (Satisfaction) comes from the Latin "satis" which means pretty good and "facio" which means to do or make. Satisfaction can be interpreted as "efforts to fulfill something" or "make something adequate" (Tjiptono and Chandra, 2011: 292). According to Umar (2000: 50), the definition of satisfaction is the level of consumer feelings after comparing with expectations. Meanwhile, according to Kotler and Keller (2009) the definition of satisfaction is the result felt by buyers, service users or visitors who experience the performance of a company, service or vehicle in accordance with their expectations. Visitors feel satisfied when their desires are fulfilled, and feel very happy when their expectations are exceeded. Customers, users or visitors who are satisfied, tend to remain loyal and ignore price changes.

C. Research Methodology

As pointed out above, this study has two objectives. First, to describe the profile of tourists who visit the natural tourist attraction of Tegenungan waterfall and second is to determine the effect of tourist facilities on tourist satisfaction at the natural attractions of Tegenungan waterfall. To achieve these objectives, a survey was conducted using a set of questionnaire to tourists who visited Tegenungan waterfall. The survey was conducted for one week applying incidental sampling technique.

The participants of this study were tourists who visited Tegenungan waterfall. A set of questionnaire consisting of 28 statements were distributed to visitors for a week. There were 115 copies of questionnaires successfully distributed to the visitors. After sorting them out, 100 questioners were filled out completely and eligible to be analyzed. The instrument in this study was a questionnaire distributed to visitors at the Tegenungan waterfall. Analysis of the data used is descriptive analysis and simple linear regression analysis by using SPSS computer program.

Prior to analyzing the data using a simple linear regression analysis, a classic assumption test was conducted as a prerequisite for a simple linear regression analysis. The test includes normality test, multi-colinearity test and hetero-cedasticity test (Ghozali, 2010: 91). Normality Test aims to test whether the regression model residuals are normally distributed or not. The normality test can be carried out using the Kolmogrov-Smirnov test. If the significance of the Asymp value. Sig. (2-tailed) is greater than 0.05, so the data is normally distributed (Ghozali, 2009: 83).

D. Result

Characteristics of Respondents

The number of valid questionnaires that were further analyzed in this study was 100 respondents, comprising 51 male tourists (52%) and 49 (49%) who were female. It indicates the gender balance of respondents for this study. However, the nationality of the tourists does not represent the percentage of number of tourist visit to the waterfall. Most of the respondents are Indonesia (49%), followed by Australian (8%), English (6%), France (5%), Malaysian (4%), Indian (3%) and American, Swiss, New Zealanders, Dutch is 2% each. The rest of the respondents belong to Poland, Philippines, Canada, Ireland, Hong Kong, Ecuador, China, Africa, Nederland, Japan, Chile, Germany, Belgium, Korea, and Greek (1% each).

From the results of the study 100 tourist respondents at the Tegenungan waterfall aged <20 years totaling 16 people (16%), aged 21-30 totaling 46 people (46%), aged 31-40 totaling 32 people (32%), aged 41- 50 totaled 4 (4%) and those aged> 50 years amounted to 2 (2%). The following is a table of characteristics of age-based tourists:

From the results of the study 100 respondents there were 53% of tourists who work as private employees, as students 25%, tourists who have jobs that are not on the questionnaire by 13%, as entrepreneurs 6%, as public servants 3%. Based on the data above, tourists who work as private employees are more dominant compared to other jobs.

Validity

Validity test is a measure that shows the validity of an instrument. According to Sugiyono (2016: 177) validity shows the degree of accuracy between the data that actually occurs on the object with data collected by researchers to find the validity of an item and correlate the score of items with the total of these items. In Sugiyono's opinion, the calculated r value below 0.3 is not yet valid, the value is declared valid if it has a total r value above 0.3. Following are the results of the validity test on each instrument and the variables distributed to 30 respondents:

To describe the research variables, the average value of each indicator in each variable is grouped into 5 categories using Likert scale range (Sugiyono, 2017: 261). To determine the scale range using the formula: RS = (highest value-smallest value)/class interval.

RS = (5 - 1)/5 = 0.80

From these calculations, the range of scales can be made as follows:

1.00 - 1.80 = Very Dissatisfied
1.81 - 2.60 = Dissatisfied
2.61 - 3.40 = Quite Satisfied
3.41 - 4.20 = Satisfied
4.21 - 5.00 = Very Satisfied

The following is a descriptive analysis of respondents' responses to variable X (Tourism Facilities) in the table below:

Table 1. Respondents Response to Variable X (Tourism Facilities)

Indicators	VD (1)	D (2)	N (3)	S (4)	VS (5)	Total	Average
Accommodation							
Direct access to the accommodation	0	1	6	78	15	407	4,07
The services provided	0	3	35	50	12	371	3,71
Prices of the accommodation	0	5	42	41	12	360	3,60
The environment is comfortable	0	2	32	57	9	373	3,73
Restaurant & Bar							
Varied menu choices	0	2	15	62	20	399	3,99
The restaurant Service	1	4	36	44	15	368	3,68
Restaurant facilities	1	4	26	49	10	363	3,63

Cleanliness of the place and quality of food/drinks	2	2	33	49	14	371	3,71
Transport at Destination							
Number/types of transportation	1	2	11	70	16	398	3,98
Transportation to other places	1	5	26	52	16	377	3,77
Prices offered	0	2	44	46	8	360	3,60
Services provided	1	3	35	48	13	369	3,69
Sport and Activity							
Can do many activities	1	0	14	62	23	406	4,06
It is safe for swimming	0	1	35	43	21	384	3,84
Visitors get good photos	0	2	27	55	16	385	3,85
Pancoran pool is comfortable	1	7	32	47	13	364	3,64
Other Facilities							
There is a money changer	1	3	9	58	29	411	4,11
Interesting/safe photo location	0	0	28	45	27	399	3,99
The facilities are clean and safe	0	2	33	48	17	380	3,80
Gazebo as a place to rest	0	1	33	47	19	384	3,84
Small Stalls							
Stalls provide a variety of snack	2	1	7	67	23	408	4,08
Can do foreign exchange	1	1	35	32	31	391	3,91
There are many diverse souvenirs	1	4	21	58	16	384	3,84
The price offered is affordable	0	5	34	44	17	373	3,73
Other Services							
Employees provide clear information	0	1	13	63	22	403	4,03
Friendly service by employees	0	1	30	51	18	386	3,86
Safe and comfortable environment	0	1	34	49	16	380	3,8
Alertness of service by employees	1	2	29	55	13	377	3,77

Table 1 shows all respondents perception of the facilities at Tegenungan waterfall. The average answer for each component show that the tourists were satisfied with the accommodation units, restaurants, bars and cafes, Transportation in the Activities and Sports, Other Facilities, Shops and Retail, Other Services that exist in the natural attractions of Tegenungan waterfalls in Gianyar Regency.

E. Discussion

The results of the normality test in this study using SPSS program showed that Asymp. Sig.(2-tailed) higher that > 0.05 meaning the data was normally

distributed. The similarity test showed that many points spread above and below the number 0, it can be concluded that there is no similarity in the variance from the residuals of one observation to another or hetero-cedasticity does not occur.

To determine how much influence the independent variable of the tourist facility has on the dependent variable of tourist facility, simple linear regression analysis using the SPSS 25.0 program shows the following results.

Table 2. Simple Linear Regression Analysis

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	5.127	1.621
	Tourist facilities	.134	.015
a. Dependent Variable: Tourist satisfaction			

Based on the above output obtained a value of 5.127 (α) and a value of b of 0.134. Thus, a simple linear regression equation can be formed as follows: Y = 5.127 + 0.134X. Values a and b in the above equation can be interpreted as follows: The value of a = 5,127 means that, if the tourism facility worth 0 units, the tourist satisfaction will worth 5.127 units. The value of b = 0.134 indicates that if the tourism facility increases by one unit, tourist satisfaction will increase by 0.134 units.

T-test is used to find out how far the influence of one independent or independent variable (tourist facilities) in explaining the variation of the dependent variable (tourist satisfaction) and is used to determine whether there is an influence of the independent variable on the dependent variable tested at the 0.05 significance level. Testing through t test is to compare t arithmetic with t table at the real level = 0.05. The t test has a significant effect if the results of the calculation of t arithmetic greater than t table (t arithmetic> t table) or the probability of error is less than 5% (p <0.5). Using the SPSS 25.0 program, the T test result showed the following result:

Table 3. T-Test Result

Model	t	Sig.
(Constant)	3.162	.002
Tourist facilities	8.977	.000
a. Dependent Variable: Tourist satisfaction		

Formulating the Variable Hypothesis of Tourism Facilities:

H_0:   Tourist facilities do not significantly affect tourist satisfaction on the natural tourist attractions of Tegenungan waterfall.

H_a: Tourism facilities have a significant effect on satisfaction at natural tourist attractions of Tegenungan waterfall.

From the results of statistical calculations using the SPSS 25.0 program listed in the table, the value of t arithmetic for tourist facilities (X) 8,977, the value is greater than t table that is 1,660 then it can be concluded that H0 is rejected and Ha is accepted, which means that the Tourism Facility variable has a significant influence on Tourist Satisfaction on the natural attractions of Tegenungan waterfall.

The coefficient of determination test is used to determine tourist facilities' effect on tourist satisfaction in a simple linear regression analysis.

Table 4. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.672a	.451	.446	1.71949
a. Predictors: (Constant), Tourist Facilities				

Based on the discussion above, it can be seen that r square is 0.451. This value implies that the effect of tourist facilities (X) on tourist satisfaction (Y) is 45.1% while 55.9% tourist satisfaction is influenced by other variables not examined in this study.

As mentioned by Kotler and Keller (2009) that visitors feel satisfied when their desires are fulfilled, and feel very happy when their expectations are exceeded. Customers, users or visitors who are satisfied, tend to remain loyal and do not pay attention to price changes. In this study, 45.1 % of their satisfaction is influenced by the facilities. In order to obtain the tourist loyalty to this natural attraction the quality and quantity of the facilities need to be improved so that they exceed the tourist expectation. They might pay less attention if, for instance, the entrance fee to the attraction is increased as long as the facilities that contribute to their satisfaction are available and in good quality.

F. Conclusion

This study concluded that there is a direct relationship of tourist facilities to tourist satisfaction. The t-test test results show that H_0 is rejected and H_a is accepted, which means that there is a significant effect of tourist facilities on tourist satisfaction at the natural attractions of Tegenungan waterfall, Bali. Therefore, for tourists who visit this waterfall feel satisfied, one at the crucial factors that need to be considered is the availability and quality of the facilities for tourists. Further study either on tourists' facilities on tourists' satisfaction in

these tourist attractions can be conducted to better understand tourists' perspectives toward the natural attraction of Tegenungan waterfall, Bali.

REFERENCES

Ghozali, I. (2009). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: UNDIP.

Ghozali, I. (2010). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Universitas Diponegoro.

Hapsari, R., Clemes, M.D., & Dean, D. (2017). The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty. *International Journal of Quality and Service Sciences* Vol. 9. Issue 1 2017.

Kiswanto, A. H. (2011). *Pengaruh Harga, Lokasi dan Fasilitas Terhadap Keputusan Berkunjung Wisatawan di Objek Wisata Dampo Awang Beach*. UNNES: Eprint.

Kotler, Philip., & Keller, Kevin Lane. (2009). *Manajemen Pemasaran*. Jakarta: Erlangga.

Mappisammeng, Andi. (2001). *Cakrawala Pariwisata*. Jakarta: Balai Pustaka.

Sugiyono. (2016). *Metode Penelitian Kuantitatif Kualitataif dan Kombinasi (Mixed Methods)*. Bandung: Alfabeta.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.

Pitana, I G., & Diarta, I K. S. (2009). *Pengantar Ilmu Pariwisata*. Yogyakarta: Andi Offset.

Tjiptono, F., & Chandra, G. (2011). Service *Quality & Satisfaction*, EdisiKedua, Yogyakarta: Penerbit ANDI Yogyakarta.

Umar, H. (2000). *Riset Pemasaran dan perilaku konsumen*, PT. GramediaPustaka Utama dan Jakarta Business Center, Jakarta.

Utama, I P., Suprastayasa, I G.N.A., & Wiratnaya, I.N. (2011). Pengaruh Kualitas Pelayananterhadap Kepuasan dan Loyalitas Pelanggan Restoran Cepat Saji. *Jurnal Kepariwisataan* Vol 10. No 2, 2011.

Yoeti, O. A. (2003). *Tours and Travel Marketing*. Jakarta: Pradnya Paramita.