



THE EFFECT OF BATU CITY TOURISM ATTRACTION AND ACCESSIBILITY ON TOURIST SATISFACTION

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Abstract

In a competitive business world, it is important to prioritize tourist satisfaction. However, in reality, not all businesses are aware of what factors are the main contributors to make it happen. If this is continuously neglected, of course the impact on competitive advantage and business sustainability cannot be calculated. For this reason, with this research, it is possible to estimate the determinants of tourist satisfaction based on tourism attractiveness and accessibility. Knowing the effect based on attractiveness and accessibility on tourist satisfaction is a predetermined goal. This quantitative research is located in Batu City, Malang Regency with data collection techniques using observation and distributing questionnaires related to tourist objects in Batu City. This study took the involvement of 100 respondents. They were asked for their opinion while at a tourist attraction in Batu City. SPSS version 26 will help to analyse the data through multiple linear regression analysis. The findings of this study can explain that the influence exerted by tourism attractiveness and accessibility on tourist satisfaction can be significant based on partial and simultaneous tests.

Keywords: tourism attractiveness, accessibility, tourist satisfaction, tourism

Introduction

Tourism is an integral part of human life, especially regarding social and economic activities. The potential for tourist attraction in Indonesia is very diverse, from cultural, natural and man-made aspects and all of them are one of the country's most potential sources of foreign exchange and have a large contribution in building the economy. The government really hopes that the tourism sector can replace the main supplier of foreign exchange, namely oil and gas because currently the role of oil and gas has experienced degradation. As an influential sector in supporting the Indonesian economy, tourism can generate jobs that help local communities, such as restaurants and others. With tourism, the local government will get income from these tourists.

Tourism activity is a commodity for every individual because traveling can increase creativity, relaxation, and know the historical and cultural heritage of a particular ethnicity. With increased free time as a result of shorter working days and supported by increased income, tourism activities will increase. Local governments can develop and manage their territories which have potential resources to support development in their regions. One area in Indonesia that has many tourist attractions, namely East Java Province, especially in Malang. The regency has a tourist reference area, namely Batu City where there are dozens of very interesting tourist attractions to visit.

The Regional Government of Batu City is in its development to become a tourist city as a manifestation of its vision and mission. Concessions to regional potentials serve as a reference in establishing a regional capacity building framework as well as various supports in line with regional aspirations embodied in the description of regional visions and missions. In developing the tourist area of Batu City, the government forms the built environment, establishes cooperation with investors and various strategies to realize the vision and mission it has made. By strengthening the vision and mission that can be followed by the community, it shows that there is a system that is made acceptable to the community as actors of development and as connoisseurs of development. With this success, Batu City is proven to be in fostering, managing and even carrying out the development of a tourist city. The basic concept of becoming a tourist city is increasingly realized by carrying out sustainable development so that the city of Batu is expected to become an international tourist city (Darmawan et al., 2021).

The characteristic of the city of Batu as a cool area with apple farm production is an aspect that makes tourists feel at home and visit not just once, it is necessary to strengthen the sector for people's tourism vehicles with various strategies and maintain a beautiful and cool environment which has been the dream of all tourists. The cool air and friendly atmosphere are used by tourists to enjoy culinary tourism rides at night which give a feel of relaxation and typical Batu city food. This study will examine the role of Batu City tourism attractiveness and accessibility to tourist satisfaction.

Tourist attraction is an important factor for tourists to decide to visit a tourist attraction (Khairi & Darmawan, 2021). Tourist attraction is everything that is an attraction and has value for tourists to visit a certain area (Alamin et al., 2021; Sinambela, 2021). There is a natural tourist attraction as a tourist attraction consisting of natural conditions, flora and fauna which are the creations of God Almighty. Meanwhile, artificial tourist attractions are the result of human creativity, such as museums, recreational parks, zoos and others. Tourist attraction is a very important element in the tourism industry because tourist attraction is one of the factors tourists visit a tourist spot. The more attractive tourist attractions developed in a tourism industry, the greater the opportunity to bring in more visitors. Therefore, the development of tourist attractions is needed in the tourism industry.

Accessibility is one of the supports in tourism development and the main factor for tourists in deciding to visit a tourist attraction. Even though the tourist attraction has beauty and tourist attraction, if access to the location is difficult, such as long distances, long travel time, no information on directions to the tourist attraction, no public transportation, roads to the tourist attraction are damaged, then visitors will think to visit these tourist objects. The easier access to tourist destinations, the more secure and comfortable tourists will feel on their journey. Accessibility indicates the ease of moving from one place to another within an area (Kotler & Keller, 2013; Ernawati, 2017). In this case accessibility can be measured through two components, namely the travel time from one place to another and the distance from one place to another. Accessibility is not only the convenience provided to potential tourists who will visit, but also the convenience for them while traveling in the Tourist Destination Area (DTW). Access to tourist attractions in Batu

City is currently quite easy after the existence of the toll road that connects Surabaya and Malang. In addition, the development of online transportation has made it easier to visit various tourist objects.

The progress of tourism in Batu City will encourage the development of related industries such as hospitality, culinary, souvenirs and so on. With so many existing tourism places, of course, the visitor satisfaction factor must be a priority for tourism businesses. Satisfaction is a measure of the success of a market offer (Khasanah et al., 2010; Darmawan & Arifin, 2020; Retnowati et al., 2021; Darmawan et al., 2022). This needs to be a concern because in the world of tourism, the satisfaction of tourists visiting a destination is a requirement for maintaining the sustainability of that destination. Tourists who are satisfied with their travel experience will have a tendency to return to visit the destination (Darmawan, 2009). The existence of this study is expected to support the establishment of a general marketing strategy for parties involved and related to tourism in Batu City. Tourist satisfaction is very important and is jointly pursued by all parties so that it can be realized properly.

Method

This study aims to determine the effect of attractiveness and accessibility on tourist satisfaction. This quantitative research is located in Batu City, Malang Regency with data collection techniques using observation and distributing questionnaires related to tourist objects in Batu City. There are 100 respondents involved in this study. They were asked for their opinion when they were at a tourist attraction in Batu City. There are two independent variables, namely tourist attraction and accessibility.

There are several dimensions of tourist attraction, namely natural beauty, attractions, culture, facilities, culinary, souvenirs, security, lodging. In the accessibility dimension, there are three parameters, namely travel time from one place to another; distance travelled from one place to another; routes and availability of transportation. The dimensions of tourist satisfaction are experience, service and intention to revisit. Those are all the basis for preparing a questionnaire.

Questionnaire to determine the perceptions or opinions of respondents related to research variables. The data analysis technique used in this study used multiple linear regression analysis with the help of SPSS 26.

Result and Discussion

Efforts to attract tourists to visit an area must certainly provide its own characteristics that are able to provide pleasure and satisfaction to tourists to always enjoy tourist attractions. This study, to determine tourist satisfaction through tourist attraction and accessibility. There were 100 respondents who were involved and asked for information on the spot. There were 68 men and 32 women. Their ages are between 23 – 46 years. The highest level of education was in the group of high school graduates with 49 respondents. Most respondents with their families and partners go to tourist attractions. There were only five single tourists.

The validity test shows results that meet the standard item total correlation because it exceeds 0.3 in each statement item. In the reliability measurement, the attractiveness variable Cronbach's alpha was 0.793; accessibility variable of 0.744; and tourist satisfaction of 0.825. All exceed 0.7 and have the meaning that all are reliable. Regression results from as in table 1 below.

Table 1. t-Test and Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	29.547	2.806		10.530	.000
X.1	2.764	.379	.516	7.298	.000
X.2	2.491	.441	.400	5.648	.000

Source: SPSS Output Results

The results shown from table 1 will describe the regression model and the partial results which in this case are the influence of the independent variables of tourist attraction and accessibility on tourist satisfaction. The equation can be formed that $Y = 29.547 + 2.764 X_1 + 2.491 X_2$. This equation means giving meaning to the constant which reaches 29.547 and if the value of the variable tourism attractiveness and accessibility is 0, which means there is no change, then the value for tourist satisfaction is still 29.547. More based on the efficiency of tourism attraction it produces a positive value in the number 2.764 which can be understood that the more tourism attractiveness is fulfilled, the realization of tourist satisfaction is also much better. Based on accessibility, the coefficient value is 2.491 and is positive. Therefore, if accessibility is improved, an increase in tourist satisfaction can be realized. For the results of the summary partial test using a restricted significance level that cannot

be more than 5% or 0.05 so that according to table 1 if described, then: (1) t-count for tourism attractiveness which is 7.298 with 0.000 for the significance results; (2) the accessibility for t-count has a result of 5.648 and a significance of 0.000. Based on each existing significance value, the effect is a significant result because it is at a value less than 0.05. This result can be interpreted that tourist satisfaction is influenced by tourism attractiveness which achieves significant results and this also happens for the accessibility variable which can have an effect on tourist satisfaction.

Table 2. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2237.896	2	1118.948	71.397	.000 ^b
	Residual	1520.214	97	15.672		
	Total	3758.110	99			

Source: SPSS Output Results

The SPSS output included in table 2 is the result of the simultaneous test. This test will be limited to the resulting significance value which is less than 0.05 to be able to obtain significant results. After comparing the results of the significance at the 0.05 level, it turns out that 0.000 means it is still below that value (0.05) and produces an F-count of 71,397 so that the simultaneous effect can be achieved through tourism attractiveness and accessibility to tourist satisfaction.

Table 3. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772 ^a	.595	.587	3.959

Source: SPSS Output Results

Supporters of the results of the coefficient of determination in table 3 will estimate the percentage contributed by the tourism attractiveness and accessibility variables that play a role in tourist satisfaction. According to the results in the R Square column, it is found that the value of 59.5 is the percentage that is contributed so that 59.5% is the result based on tourism attractiveness and accessibility which contributes to the formation of tourist satisfaction. The rest can also use several more independent variables to be added to the research even though it is only 40.5% to be able to contribute to tourist satisfaction.

From the known research results, the first result is that tourism attractiveness has an influence on tourist satisfaction. Several studies have been determined to support this result because the study was conducted by Frempong et al. (2015); Cong & Dong (2017); Viet (2019); Viet et al. (2020). Tourism attractiveness must be realized because this is an important element of tourism products (Putra et al., 2021). It is considered important because it will also estimate tourist satisfaction as a result of the tourist experience, in this case there must be desires, expectations, needs that must be fulfilled. For this reason, an increasingly positive destination image is needed by the manager and is constantly being developed so as to form a tendency towards an increasingly positive evaluation of the tourist object (Darmawan, 2019). A positive evaluation will be achieved if stakeholders contribute to the attributes of tourist satisfaction and there is a form of investment to develop basic tourism facilities, superior services to further preserve tourism attractiveness so as to create a pleasant atmosphere and this is an effort to achieve competitive advantage (Putra et al., 2022). This also requires proper identification of potential areas which means that the destination attributes will be given more attention. This attention can be in the form of promotion of tourism products based on the tastes and preferences of tourists (Tania & Sinambela, 2022). It must focus on adequate accommodation, facilities and infrastructure that provide safety and comfort, uniqueness, cleanliness, appropriate information centres and others so that the experience during the tour is created even more likely to have repeated visits and positive recommendations to others (Hariani, 2021).

The second result is also the same as the first that accessibility has an effect on tourist satisfaction in the category that reaches significant. Research whose results are appropriate and can be supported are obtained from several researchers such as Hossain & Islam (2019); Jeong & Kim (2019); Nasir et al. (2020). Accessibility is important because it is a supporting element for the smoothness and comfort of tourists (Castro, 2007). Tourists will also have an increasingly positive view of travel and tourist satisfaction will also increase. With accessibility conditions that are increasingly fulfilled, the costs that tourists sacrifice are also less and when that happens, the pleasant tourist experience during the trip is also more felt (Darcy, 2010; Issalillah et al., 2021). In addition, accommodation can also be accessed easily according to the wishes of tourists, although

sometimes this cannot be fully realized (Darmawan, 2020). Therefore, accessibility is an important management tool because it can control and evaluate the condition of tourism areas in the future (Mardikaningsih & Darmawan, 2021). This of course requires implementation in line with the application of regulations to protect the environment, the development of tourism infrastructure. The development of tourism infrastructure must also consider social and environmental impacts because this is a form of investment to shape tourist behavior for the present and the future (Djaelani, 2021). This can be done through stakeholder consultation and the application of scientific knowledge which is more likely to become a major contributor to the continued development of tourism.

Conclusion

The findings of this study can explain that the influence exerted by tourism attractiveness and accessibility on tourist satisfaction can be significant based on partial and simultaneous tests. The level of tourist satisfaction needs to be measured and it is important because it functions as an evaluation that the supply and quality of tourism attractiveness and accessibility have been fulfilled. More measurable satisfaction can be used to understand the motivation and behavior of tourists which in turn has an impact on more improved tourism performance. High satisfaction from each tourist is more likely to be a more effective and cost-effective form of promotion mix because there are many positive recommendations from one tourist to another so that the number of tourists also increases significantly.

In accordance with these results, it is stated that the suggestions that can be conveyed in this regard are that it requires the application of several strategies, concrete actions, the relevant business mix so that tourist satisfaction is further increased because this is the first factor for developing tourism to be more competitive. In addition, the party in charge and others must always evaluate various comments from tourists, suggestions, criticisms as a valuable source in terms of innovation and improvement. Evaluation of tourists can provide information to stakeholders regarding the suitability of destinations and what tourists need so that opportunities, obstacles, weaknesses, strengths and other critical success factors can be identified based on the tourist perspective.

The rest of this study provides benefits to tourism practitioners as a guide for planning and developing tourism businesses whose sources come from a collection of information obtained based on satisfying and memorable points of view and experience and can even create tourist loyalty.

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