

*Current Issues in Tourism, Gastronomy, and Tourist
Destination Research – Oktadiana et al. (Eds)
© 2022 Copyright the Author(s), ISBN 978-1-032-16310-9*

The effect of tourism attraction on customer satisfaction in Citorek Gunung Luhur Village, Indonesia

D. Gantina*, G. Stefanus, S.P. Djati & V.A. Sembiring
Trisakti School of Tourism, Jakarta, Indonesia

ABSTRACT: Banten is one of the provinces in Indonesia that has natural and cultural potentials that can be developed as tourist attractions. One of the tourism objects that has great potential is the “Negri di atas awan” of Luhur Mountain. This study was conducted to determine the effect of tourist attractions on visitor satisfaction. The research method was quantitative descriptive and involved distributing questionnaires to 100 respondents. The average value of visitor satisfaction is 3.28. The result of the correlation coefficient test is 0.706. The coefficient of determination test results show that the variable influence of tourist attraction affects the visitor satisfaction variable by 49.8%. The simple linear regression test results in the equation $Y = 18.702 + 0.623X$. The t-test result shows that $t \text{ count} > t \text{ table}$ is $9.867 > 1.660$; therefore, it can be interpreted that there is an effect of a tourist attraction on visitor satisfaction.

Keywords: Tourist attraction; Customer satisfaction; Citorek village

1 INTRODUCTION

Regarding the quality of tourism products, various parties from the government, managers, and local communities claim that tourism products in their area are attractive and of good quality, but not all tourism products are attractive (Damanik & Weber 2006:13). Plog in Damanik and Weber (2006:13), states that those who assess the quality of tourism products are tourists because tourists enjoy the tourism. This is because the standard measure of the quality of tourism products, as determined by the manager, does not necessarily meet the quality standards of tourists (Payangan 2014:159). Payangan (2014:159) reveals that developing products or service quality standards to meet the standards expected by tourists can result in tourist satisfaction.

The first factor is a tourist attraction as it is an important part of a destination because it plays an important role in motivating tourists to visit a destination (Pitana & Diarta 2009:130). Tourism objects are generally divided into three, namely: (1) natural attractions; (2) cultural tourism objects; and (3) special interest tourism objects (Sunaryo, 2013:25–27). The second factor is accessibility, viewed as the ease for tourists to reach their destination (Yoeti 2008:163). The third factor is amenities, which include various supporting and supporting facilities for tourists when traveling to their destination (Sunaryo 2013:29). The three factors of tourism products can be used in destinations to meet the needs and expectations of tourists (Yoeti 2008:163).

Lebak Regency is one of the regencies in Banten Province. Lebak Regency has an area of 3,426 km² and has a strategic location because it is quite close to the DKI Jakarta province. One of the villages in Lebak Regency is the village of Citorek Gunung Luhur which has a tourist attraction that is being developed and is named “Negeri diatas Awan.” The main factor that causes “Negeri diatas Awan” to experience a decline in visitors is that tourism in the country above the cloud is not yet known by the wider community in Indonesia and abroad. Conditions of infrastructure such as directions, information centers, community tourism awareness behavior, and health protocol

*Corresponding Author

standards must be improved in welcoming and serving tourists to support tourism activities. In addition, local people should not only rely on domestic tourism above the clouds as the only tourist attraction because if the weather is bad then tourists cannot enjoy the scenery leading to disappointment which will have an impact on the level of visits and tourist satisfaction, especially when viewed with regard to the distance of the journey. Kampung Ciusul, Citorek Kidul Village, requires innovations such as making photos or entertainment attractions, outbound tours, hot air balloons for taking pictures, tents for camping tours, special culinary tours and souvenirs to attract and increase visitor satisfaction and the economy of the local community.

Based on the background that has been mentioned, this study aims to find an overview of state tourism above the clouds of Citorek Village, Gunung Luhur, to find out the tourist attractions offered by his country's tours above the clouds of Mount Luhur, and to find out the accessibility to the tourist sites of "Negeri diatas Awan" of Mount Luhur. In summary, the research questions are given as follows:

- a. What are the tourist attractions in Citorek Gunung Luhur?
- b. How is tourist satisfaction in Citorek Gunung Luhur?
- c. What is the effect of tourist attractions on visitor satisfaction in Citorek Gunung Luhur Village?

2 LITERATURE REVIEW

2.1 *Tourism attraction*

A tourist attraction is anything that has an attraction and value to be visited and seen (Nyoman 1994). Meanwhile, according to Yoeti (2012), a tourist attraction is anything that has an attraction for someone to visit certain tourist areas. Based on the opinions of these experts, the author gives the limit of tourist attraction as everything that can be enjoyed, felt, and seen by humans so that it creates feelings of satisfaction and physical and spiritual pleasure as entertainment.

The framework of the development of tourism destinations consists of the main components as follows: (1) Objects of attraction which include the uniqueness and appeal of nature, culture, and artificial. (2) Accessibility which includes the ease of transportation facilities and systems. (3) Amenities that include supporting and supporting tourism facilities. (4) Public facilities (Ancillary Service) that support tourism activities. (5) Institutions who have the authority, responsibility, and role in supporting the implementation of tourism activities. (Cooper et al. in Sunaryo 2013:159). The existence of tourism objects and attractions is the most important link in tourism activity, this is due to the main factor that makes visitors or tourists visit tourist destinations being the potential and attractiveness of these attractions (Noviyanti 2020).

A tourist attraction is anything that triggers a person and group of people to visit a place because it has a certain meaning, for example, the natural environment, historical heritage, or events (Warpani & Warpani 2007). A tourist attraction is something that can be seen or witnessed through a show that is specially organized for tourists. So tourist attractions are distinguished from tourist objects (tourist objects) because tourist objects can be seen or witnessed without paying (Yoeti 2013). A tourist attraction is a thing or something that causes tourists to come to a place. (Bagyono 2012). Tourist attractions in principle must meet three requirements, namely something to see, something to do, and something to buy (Bagyono 2012). A tourist attraction is a tourist destination in the form of man-made or natural forms and has an attraction for tourists to visit (Gantina et al. 2020).

2.2 *Tourist satisfaction*

Satisfaction is a person's feelings of pleasure or disappointment that arise as a result of comparing performance (results) with existing reality. If the performance is below expectations, the consumer is not satisfied. If performance exceeds expectations, then the customer is very satisfied or happy (Kotler 2020).

Tourist satisfaction is a condition where the needs, desires, and expectations of customers can be met through the products that are consumed (Daryanto dan Setyobudi 2014). It is a function

of the customer assessment of service quality, product quality, and price (Zeithaml 1990). There are several ways that marketers can increase customer satisfaction (Saladin 2013). Satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between the impression of the real/actual product performance and the expected product performance (Sangaji et al. 2014). Customer satisfaction is the level of one's feelings after comparing the perceived performance (performance or results) with their expectations (Sunyoto 2013). Customer satisfaction can be measured based on literature studies. There are five main dimensions of customer satisfaction, namely product quality, price, service quality, emotional factors, cost, and convenience (Daryanto dan Setyobudi 2004) (Figure 1).

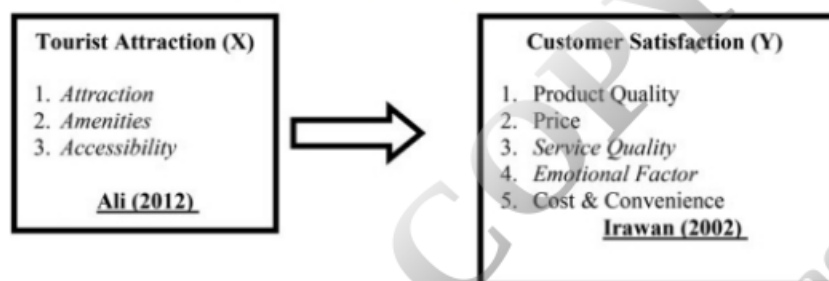


Figure 1. The framework of tourist attraction to customer satisfaction.

3 METHODS

The research area is in the state tourism above the clouds which is located in Citorek Kidul Village, Gunung Luhur, Cibeber District, Lebak Regency, Banten Province, Indonesia. The research method used in this study is a quantitative approach using a descriptive analysis method with a data analysis unit, namely, domestic tourist visitors with a total population of 102,349 visitors using a sample of 100 respondents with the random sampling method. Data collection procedures using primary data obtained from field surveys and data analysis were used in this study, namely, validity test, reliability test, descriptive statistical test, correlation test, coefficient of determination test, simple linear regression test, and T-test; all data were processed using the SPSS program. The study was conducted from March to June 2021.

4 RESULTS AND DISCUSSIONS

The tourist destination "Negeri diatas Awan" is located in the village of Citorek Kidul. Mount Luhur has a height of around 901 meters above sea level (masl). This beautiful view can be enjoyed by tourists who visit around 05.00 WIB until 08.00 WIB. Mount Luhur can be categorized as a tourist area that is quite rapidly growing. It was discovered by workers who were repairing the provincial road connecting northern and southern Lebak in September 2018. After that, the photo was uploaded to the social media of Instagram and YouTube which then went viral, and a collaboration with Mount Halimun Salak National Park (TNGHS) built several state tourism facilities above the clouds. The facilities built include access roads, mosques, and several photo spots. "Negeri diatas Awan" can present a natural tourism atmosphere and of course can spoil your eyes by enjoying the vast expanse of clouds.

"Negeri diatas Awan" is an environmentally oriented tourist spot that combines recreation with the freshness of nature, expanses of clouds, and photo areas. "Negeri diatas Awan" is located in Citorek Kidul Village, Cibeber District, Lebak Regency, Banten. "Fresh and Natural" is the motto of this country's tourist attraction above the clouds which is in line with clean, comfortable, safe, and natural environmental conditions where 80% of the area is a green open area and only 20% is buildings. Various interesting recreational rides are found in the country above the clouds, including

giving visitors the opportunity to take pictures at the three photo spots that have been provided to enjoy the clouds, as well as camping facilities. Facilities and natural beauty are presented to pamper tourists in order to make tourists happier and feel at home when visiting.

4.1 Validity and reliability test

The validity test is measured by using $df = n - 2 = 312 - 2 = 310$ respondents. With a tolerance level of 5%, we get r table 0.113. All statements on the perception variable (X) ranged from 0.156 to 0.602 or $> r$ table. Thus all statements on the perception variable are valid. Attitude variable statement (Y) ranged from 0.273 to 0.651 or $> r$ table. Thus, all statements on the attitude variable are valid. The reliability test of the perception variable is 0.856 and the attitude variable is 0.921, meaning that the reliability is good (Cronbach's Alpha > 0.8).

4.2 Respondents' profile

Table 1. Demographic data.

Aspects	Descriptions	Percentage (%)
Sex	Male	44
	Female	56
Age	15–21 years	38
	22–28 years	54
	29–35 years	8
Educational background	High school	49
	Diploma IV/ bachelor's degree	51
Income	Under IDR.1.000.000,-	48
	IDR.1.000.000,- - IDR.3.500.000,-	21
	IDR.3.500.000,- - IDR.5.000.000,-	10
	Above IDR.5.000.000,-	21
Occupation	Student	73
	Private Employee	10
	Civil Servant	2
	Entrepreneur	9
	Household wife	3
	Others	3
Domicile	Banten	30
	Others	70
Travel with	Alone	10
	Family	35
	Friends	42
	Groups	1
	Others	12
Visit Frequency	1 Times	49
	2 Times	39
	3 Times	10
	> 3 Kali	2

Table 1 shows the criteria of respondents as follows: the number of male and female respondents the majority is female (56%), the majority are aged 22–28 years (54%), income under 1 million (48%), occupation is student (73%), Domicile Other (70%), and travel with Friend (42%).

4.3 Perception

Table 2. Frequency and mean variable of perception

No.	Variable and sub-variable	Mean of indicator	Mean of sub-variable	
Attraction				
1	Visiting the land above the clouds is what I love about Citorek Village, Gunung Luhur	3,49	3,54	
2	Taking pictures with the background of the country above the clouds is what I like about Citorek Village, Gunung Luhur	3,69		
3	Nature tourism is what I like about Citorek Village, Gunung Luhur	3,50		
4	One of the attractions of camping or Camping is the thing I like most in Citorek Village, Gunung Luhur	3,35		
5	Watching sunsets, sunrises and clouds is what I really like in Citorek Village, Gunung Luhur	3,67		
Amenities				
6	All photo spot attractions above the noble mountain clouds are still quite good, well-maintained, and safe to operate	3,34	2,94	
7	Clean and well-maintained toilets	2,87		
8	Information Center available	2,53		
9	A clean, comfortable, and safe place of worship is available	3,16		
10	A well-maintained and clean food stall or Restaurant and Cafe	3,07		
11	Spacious and clean parking	3,11		
12	Citorek Village has an inn (Homestay/camping tent) that is well maintained, comfortable and clean	2,93		
13	Various trash cans are available	3,14		
14	Brochures and maps are available for tourist attraction area information	2,58		
15	There is a place to buy souvenirs (Souvenirs)	2,66		
Accessibility				
16	The road to the village is not too far from the city center	2,92		3,07
17	Condition of the road to tourist attractions (Already paved)	3,33		
18	There is a signboard (Sign System)	2,92		
19	Citorek Gunung Luhur Village is easy to access or find	3,12		

Based on the interpretation of the intervals in Table 2 for descriptive statistical analysis, the highest value is 3.54 in the attraction sub-variable. Based on the assessment criteria, the attraction sub-variables are categorized as very good and very interesting. This shows that the tourist attraction of the country above the clouds of Mount Luhur is very interesting for visiting tourists.

The mean value of the accessibility sub-variable was 3.07 which could be categorized as good, while the amenities sub-variable got a value of 2.94 which was categorized as good and attractive. It can be concluded that accessibility to country tours above the cloud is attractive to visiting tourists, and the amenities contained in country tours above the cloud are attractive to visiting tourists.

From the three indicators, it can be seen that the indicator that gets the lowest mean/average value is the amenities indicator with a value of 2.94. Although this score is categorized as good, it gets the lowest score. This is due to factors such as the lack of detailed information contained in the information center, the availability of brochures at the information center which is limited and only available in some tourist areas, the absence of typical country tourism souvenirs above the clouds of Mount Luhu, and some respondents think that the homestay facilities can be further improved.

4.4 Tourist satisfaction

Table 3. Frequency and mean variable of tourist satisfaction.

No.	Variable and sub-variable	Mean of indicator	Mean of sub-variable
Product Quality			
1	I am satisfied with the diversity of existing tourist attractions	3,22	3,31
2	I am satisfied with the tourist facilities provided	3,13	
3	I am satisfied with the easy access to Citorek Village, Gunung Luhu	3,14	
4	I am satisfied with the panoramic view of the clouds offered	3,57	
5	I am satisfied with the natural scenery that exists	3,49	
Price			
6	Affordable admission price	3,53	3,36
7	Affordable photo ticket prices at photo spots	3,44	
8	I am satisfied with the affordable accommodation price	3,21	
9	Affordable prices for food, drinks, and souvenirs	3,27	
Service Quality			
10	I am satisfied with the officers who provide excellent service throughout	3,26	3.30
11	Friendly service at food stalls/restaurants/cafes	3,33	
Emotional Factor			
12	I want to return to Citorek Village, Gunung Luhu	3,24	3,29
13	I will recommend the Citorek Gunung Luhu Village tourist spot to others	3,34	
Cost and Convenience			
14	I am satisfied with the ease of access to telecommunication networks and the internet	3,02	3,13
15	I am satisfied with the ease of access to information about Citorek Gunung Luhu Village from the internet and social media	3,21	
16	I am satisfied with the ease of finding food and drinks in Citorek Village, Gunung Luhu	3,17	
17	I am satisfied with the ease of finding health and safety facilities in Citorek Village, Gunung Luhu	3,12	

Based on the interpretation of interval in Table 3 for descriptive statistical analysis, the highest value is 3.36 for the price sub-variable. Based on the assessment criteria, the price sub-variables are categorized as very good and very satisfied. This shows that visitors are very satisfied and

feel that the price of admission tickets is very affordable, as are the photo prices at photo spots, homestay prices for one night, and prices for food and drinks on country tours above the clouds of Mount Luhur.

The mean value of the product quality sub-variable is 3.31 which can be categorized as very good and very satisfied, the service quality sub-variable gets a value of 3.30 which can be categorized as very good and very satisfied, the emotional factor sub-variable gets a value of 3.29 which is categorized as very good and very satisfied, while the cost and convenience get a value of 3.13 which is categorized as good and satisfied. It can be concluded that tourists are satisfied with the cost and convenience and tourists are very satisfied with very affordable prices, very good product quality, excellent service, and tourists will highly recommend country tours above the clouds to others.

From the five indicators above, it can be seen that the indicator that gets the lowest mean/average value is the cost and convenience indicator with a value of 3.13. Although this score is categorized as good, it gets the lowest score. This is because in some tourist areas access to the telecommunication network is not supported, there is a lack of variety of food and drinks sold in the tourist area of the country above the cloud, there is no official website for domestic tourism above the cloud, and it is necessary to improve health and security facilities in the tourist area of "Negeri di atas awan" of Mount Luhur.

4.5 Coefficient of determination test result

Table 4. Coefficient of determination test result.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 ^a	.498	.493	5.293

a. Predictors: (Constant), Daya Tarik Wisata.

R Square value is 0.498. This shows that 49.8% of visitor satisfaction is influenced by the tourist attraction in the country's tourism above the clouds of Mount Luhur. As for the rest, namely 50.2% visitor satisfaction is influenced by other factors outside of this study.

5 CONCLUSION AND IMPLICATIONS

Based on the results of descriptive statistical analysis, it is shown that the total average of variable X is 3.18 so it is included in the attractive category for visiting. Taking pictures with "Negeri di Atas Awan" as a background is an interesting thing for tourists in Citorek Gunung Luhur Village. This is evidenced by the attraction sub-variable with this statement getting the highest average value. The results of the descriptive statistical analysis showed that the total average of the Y variables was 3.28 so that it was included in the category of very satisfied to visit. Tourists are very satisfied with the cloud clumps found in Citorek Village, Gunung Luhur, this is evidenced by the sub-variable of product quality with the statement getting the highest average value. The results of the coefficient of determination test indicate that tourist attraction has an influence of 49.8% on the satisfaction of visitors who come to "Negeri di Atas Awan" of Mount Luhur.

REFERENCES

- Ali, J. A., & Howaidee, M. (2012). The impact of service quality on tourist satisfaction in Jerash. *Interdisciplinary Journal of contemporary research in business*, 3(12), 164-187.
- Bagyono. (2012). *Pariwisata dan Perhotelan*. Cetakan Ketiga. Bandung: Alfabeta
- Damanik, Janianton and Weber, Helmut. (2006). *Perencanaan Ekowisata Dari Teori ke Alikasi*. Yogyakarta: PUSPAR UGM dan Andi.

- Daryanto dan Setyobudi, Ismanto. (2014). *Konsumen dan Pelayanan Prima*. Yogyakarta: Gava Media
- Gantina, D., Saraswati, K. A., & Lintangkawuryan, Y. (2020, December). THE EFFECT OF TOURIST PERCEPTIONS ON HISTORICAL TOURISM ATTRACTIONS IN BOGOR, WEST JAVA. In THE 2nd INTERNATIONAL CONFERENCE ON TOURISM AND ENTREPRENEURSHIP (ICTE) 2020 (p. 1118).
- Irawan, Handi. 2002. 10 Prinsip Kepuasan Pelanggan. Jakarta. Elex Media Komputindo.
- Kotler, P. (2020). The consumer in the age of coronavirus. *Journal of Creating Value*, 6(1), 12-15.
- Nofiyanti, F., Mayasari, I., & Parwoto, B. (2020). Tourism Attractions and Visitors Perceptions on "Negeri di Atas Awan", A New Tourist Destination in Citorek Kidul Lebak Banten. *TRJ Tourism Research Journal*, 4(1), 93 - 103. doi:10.30647/trj.v4i1.80
- Payangan, Otto R. 2014. *Pemasaran Jasa Pariwisata*. Bandung: IPB Press
- Pitana, I Gde. and Surya Diarta, I Ketut. (2009). *Pengantar Ilmu Pariwisata*. Yogyakarta: Penerbit Andi.
- Saladin, Djasmir. (2013). *Perilaku Konsumen dan Pemasaran Strategik*. Cetakan ke-2. Bandung: Agung Ilmu
- Sangaji, Etta Mamang, and Sopiha. (2014). *Perilaku Konsumen*. Yogyakarta: Andi Publisher
- Sunaryo, Bambang. (2013a). *Kebijakan pembangunan destinasi pariwisata konsep dan aplikasinya di Indonesia*. Yogyakarta: Gava Media
- Sunyoto, Danang. (2013b). *Teori, Kuesioner & Analisis Data*. Cetakan Pertama. Yogyakarta: Graha Ilmu
- Warpani Suwardjoko, P., & Warpani Indira, P. (2007). *Pariwisata Dalam Tata Ruang Wilayah*. ITB. Bogor
- Yoeti, Oka A. (2008). *Ekonomi Pariwisata: Introduksi, Informasi, dan Aplikasi*.
- Yoeti, Oka A. (2012). *Pengantar Ilmu Pariwisata*. Edisi Revisi. Bandung: CV. Angkasa
- Yoeti, Oka A. (2013). *Pemasaran Pariwisata*. Edisi Revisi. Bandung: CV. Angkasa
- Zeithaml, B. (1990). *The Concept of Customer Satisfaction*.