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The Influence of Health Protocols on Visitor Satisfaction in Cibuntu Village, West Java

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Abstract: Health protocols have become critical in tourist destinations during the COVID-19 Pandemic. This paper aims to examine the relationship between health protocols and tourist satisfaction in Cibuntu Village, West Java. A literature review suggested that a health protocol issued by the Minister of Health of the Republic of Indonesia is mandatory for all tourist destinations in Indonesia during the Covid-19 Pandemic. A hypothesis was developed to investigate the relationship between health protocols and tourist satisfaction. A total of 100 tourists who had visited Cibuntu Village at least once were included in this study. The data were analyzed using SPSS, a statistical package for the social sciences. According to the statistical findings, there is a positive and significant relationship between health protocols and tourist satisfaction in the tourist destination of Cibuntu Village. The study recommended that Cibuntu Village create a guest history database to promote the village and encourage guests to return. Second, create a guest comment card to ascertain the level of satisfaction expressed by visitors to Cibuntu village. Moreover, the quality of the products and services must be improved to position Cibuntu Village as a top tourist destination. Next, to offer a promotion to the younger generation or those under 25. Additionally, Cibuntu Village must maintain competitive prices with those of other tourist destinations and avoid raising them.

Keywords: Health Protocols, Pandemic Covid-19, Tourist Satisfaction, Travel & Tourism, West Java

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Introduction

Since December 2019, the COVID-19 outbreak in Wuhan, China, has been a global trending topic, and the World Health Organization (WHO) declared it a pandemic on 11 March 2020 due to widespread infection in other countries. The Pandemic put the world economy on the verge of collapse, havoc on the tourism industry. Since social isolation and lockdown were implemented to prevent the massive infection from spreading to citizens, the International Air Transport Association estimated that the Pandemic would cost the industry \$113 billion in revenue in 2020. As the third-largest country, Indonesia was also impacted by the outbreak, with a significant decline in Chinese, Malaysian, European, and Japanese tourists. By the end of the first year of the Pandemic, over 2 million cases had been reported. The number of fatalities has also alarmed the health sector. For Cibuntu Village, the number of tourists dropped by more than half, negatively impacting tourism operators due to a high reliance on the domestic market, particularly those who fly to Indonesia's capital city. With the great tourism potential of mountains, forests, national parks, camping grounds, caves, cultural heritage, historical sites, museums, and waterfalls, the health protocols are something new to most of the tourists who came to Cibuntu Village, and it may affect the satisfaction of interacting with nature.

Health protocols are rules and conditions that all parties must follow for their activities to be carried out safely during the COVID-19 Pandemic. Health protocols are established to ensure that people can continue to

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engage in activities in a safe manner that does not jeopardize the safety or health of others. The transmission of COVID-19 can be reduced if the general public follows all of the rules outlined in the health protocol. Tourist attractions must be opened following local government regulations and strict health protocols.

Literature Review

According to Kotler (2013), customer satisfaction is predetermined by how the customer's expectations are met. Customer satisfaction is directly connected to customers' needs. Organizations should plan and implement a process designed to effectively listen to consumers' voices (Kotler & Keller 2010). Kotler and Keller (2010) state that highly satisfied consumers will do the following:

- Stay loyal - satisfied customers are more likely to be loyal. Consumers that pleased with the products they buy are more likely to buy from the same manufacturer again.
- Buy the product offered - The desire to purchase other products or foods because of a desire to repeat good experiences and avoid bad ones.
- Recommend products - Satisfaction is a source of motivation for positive word-of-mouth communication. This can take the form of recommendations to other potential customers and positive remarks about the product and the company that provides it.
- Willing to pay more - Consumers use price to measure satisfaction; when prices are higher, consumers believe the quality is also higher. Consumers also tend to ignore competing brands.
- Provide input - Even when satisfaction is achieved, consumers always want more, so they will provide input or suggestions to ensure that their desires are met.

Research Methodology

This study aims to determine whether the health protocol has an impact on tourist satisfaction, and the conceptual framework is attempting to measure and investigate the strength of the relationship between the two variables, as shown below, between Health Protocol (as variable X) and Tourist Satisfaction (as Variable Y).



Based on the research, then the hypothesis proposed in this research are as follows :

H₀: There is a negative relationship between health protocols on tourist satisfaction in the tourist destination at Cibuntu Village.

H₁: There is a positive relationship between health protocols on tourist satisfaction in the tourist destination at Cibuntu Village.

Population and Sample

According to Kumar (2011), each element in the population must have an equal and independent chance of selection in the sample. The questionnaires will be collected using a Google form, and as a result, 100 questionnaires will be collected from tourists who have visited Cibuntu Village.

Method of Data Analysis

The goal of collecting data is to understand the level of health protocols on tourist satisfaction in Cibuntu Village. This study aims to determine the mean score of the guest, the maximum and minimum value, and the standard deviation to ascertain the condition of the respondent's answers "5" is high and "1" is low. There are 23 items in the variable. Questions one to five are demographic questions; Questions six to 18 are health protocols

questions; Questions 19 to 28 are tourist satisfaction questions. As per the research objectives, the results were obtained using the Pearson Correlation (r) to identify the significant relationship between health protocols and tourist satisfaction during the new normal in the tourist destination of Cibuntu Village. The following is a rule of thumb for interpreting the relationship in a correlation, based on Guildford (1973):

Table 1: Correlation Pearson table (Guildford, 1973)

Correlation coefficient (r)	Strength of relationship
$r < 0.20$	Very weak correlation
$0.20 < r < 0.40$	Weak correlation
$0.40 < r < 0.70$	Moderate correlation
$0.70 < r < 0.90$	Strong correlation
$0.90 < r$	Very strong correlation

Result and Discussion

Demographic Profile

The research was carried out using primary data, which consisted of 23 items from a questionnaire. For gender, males outnumber females 54 to 100, or 54.0 percent of all respondents, while females outnumber males 46 to 100, or 46.0 percent of all respondents. Additionally, for the age category, 16.0 percent of the respondents were under 25 years old, while 32.0 percent were between 25 years to 44 years old. A similar percentage is also recorded for the age category between 45 and 54 years. Only 20 percent of the respondents were above 55 years old.

The majority of the respondents in the research have a “Master’s or Doctoral Degree” (52%) and followed by a “Diploma or Bachelor’s Degree” (30%). In addition, the majority of the respondents worked as “Teachers or lecturers” (34%), followed by “Government or Private Employees” (18%) and entrepreneurs (16%). For visit experience, the majority of the respondents have visited Cibuntu Village at least once (48%) or “2 – 3 times” (30%). Only 22 percent of the respondents noted that they had visited Cibuntu Village more than four times.

Descriptive Analysis

For the descriptive analysis, the first part assesses the health protocol conducted in Cibuntu Village. From the data, the highest rating was given to “I chose Cibuntu Village because it obliges everyone who will enter to wash their hands with soap under running water or use a hand sanitizer” ($M = 4.52$). It is followed by “I chose Cibuntu Village because it provides a means of washing hands with soap or a hand sanitizer at the entrance and other places that are easily accessible to visitors” ($M = 4.51$). The third-highest rating in health protocol is “I chose Cibuntu Village because it has open public spaces or open air and is free from vectors and disease-carrying animals” ($M = 4.50$). The lowest rating in health protocol was given “I chose Cibuntu Village because it obliged everyone who entered to always maintain a minimum distance of 1 meter” ($M = 4.21$). However, the value is still high based on the Five-point Likert scale.

Table 2: Level of influence of health protocol on tourist satisfaction in Cibuntu Village

No	Health Protocol	M	SD
1	I believe that Cibuntu Village pays attention to the latest information and appeals and instructions from the central and local governments regarding COVID-19 in its area	4.49	.771
2	I believe Cibuntu Village carries out regular disinfectant spraying	4.39	.649
3	I chose Cibuntu Village because it provides a means of washing hands with soap or a hand sanitizer at the entrance and other places that are easily accessible to visitors	4.51	.611

4	I chose Cibuntu Village because it has open public spaces or open air and is free from vectors and disease-carrying animals	4.50	.577
5	I chose Cibuntu Village because it provides a good and clean bathroom / toilet area	4.46	.642
6	I chose Cibuntu Village because it provided media information about health protocols	4.40	.696
7	I chose Cibuntu Village because human resources understand the Covid-19 health protocol	4.38	.632
8	I believe Cibuntu Village prohibits entry to human resources and visitors who have fever, cough, runny nose, sore throat, shortness of breath, and / or diarrhea or have a history of contact with people affected COVID-19.	4.36	.689
9	I chose Cibuntu Village because I checked the body temperature at the entrance, and if workers or visitors were found with a temperature of ≥ 37.3 ° C (2 checks with a distance of 5 minutes), they were not allowed to enter.	4.29	.686
10	I chose Cibuntu Village because it obliges everyone who will enter to wash their hands with soap under running water or use a hand sanitizer	4.52	.540
11	I chose Cibuntu Village because it obliged everyone entering to wear a mask	4.30	.703
12	I chose Cibuntu Village because it limited the number of visitors who would enter	4.28	.725
13	I chose Cibuntu Village because it obliged everyone who entered always to maintain a minimum distance of 1 meter	4.21	.591

Next, the descriptive analysis continues to the tourist satisfaction in visiting Cibuntu Village while adhering to the health protocol. The highest score was recorded for “I will inform about Cibuntu Village my family and friends” ($M = 4.54$). It is followed by “I will recommend Cibuntu Village to my family and friends” ($M = 4.50$). The lowest score was recorded by item “I will still choose Cibuntu Village as a tourist destination for my vacation” ($M = 4.04$). Table 3 summarizes the score for every item deployed for tourist satisfaction.

Table 3: Tourist Satisfaction at Cibuntu Village

No	Tourist Satisfaction	M	SD
1	I will return to Cibuntu Village for my next vacation	4.46	.610
2	Cibuntu Village is my first choice when I want to travel	4.24	.740
3	I am willing to buy the products offered in the Cibuntu village	4.32	.679
4	I am interested in buying products recommended by Cibuntu Village	4.30	.703
5	I will inform about Cibuntu Village to my family and friends	4.54	.610
6	I will recommend Cibuntu Village to my family and friends	4.50	.577
7	I am willing to visit Cibuntu Village for my vacation even if the prices are slightly higher than other tourist destination	4.20	.752
8	If there is an increase in prices, I will still choose Cibuntu Village as a tourist destination for my vacation	4.04	.941
9	I will make criticism and make suggestions regarding the products and services provided for the advancement of Cibuntu Village	4.44	.640
10	I will make criticism and make suggestions regarding cleanliness and health protocols during the Covid-19 Pandemic for the advancement of Cibuntu Village	4.48	.673

Finally, the correlation analysis measures the relationship between health protocols and tourist satisfaction at Cibuntu Village. From the output, it is noted that there is a strong and positive correlation between independent and dependent variables ($r = 0.83$, $p < 0.01$). Thus, the alternate hypothesis is accepted, where,

H_1 : There is a positive relationship between health protocols on tourist satisfaction in the tourist destination at Cibuntu Village.

Conclusion

Correlation analysis indicates that the health protocol imposed by the government on tourism players will not affect the level of satisfaction for the tourists. While numerous measures must be followed, based on the descriptive items, most measurements received a Mean score greater than 4.00, indicating that they followed the health protocol. A similar pattern was observed in the descriptive statistics on tourist satisfaction.

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