



Examining Tourist Satisfaction with Tourism Infrastructure in West Bandung District, West Java, Indonesia

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ABSTRACT

Regardless of how attractive the attractions offered by a tourist destination, the lack of public facilities, accommodation, and the quality of infrastructure can be an obstacle to the success of tourism development, especially when it is related to its role in providing satisfaction to tourists. This also happened in West Bandung District, as one of the tourist destinations in West Java Province. Therefore, it is necessary to study how influential the quality of tourism infrastructure is on tourist satisfaction and its implications for tourism development in West Bandung District. Using descriptive research methods and through a quantitative approach from 160 tourists as respondents, it was found that the tourist satisfaction variable proved to be significantly affected by the tourism infrastructure variable, with a coefficient of determination of 0.65 (65%). Meanwhile, three dimensions of tourism infrastructure used (transportation, environment, and social), the transportation dimension is considered to have the most conditions that need to be improved because it only achieves a percentage of 64.7% of the achievement of the ideal score, followed by the social dimension (74%) and the environmental dimension (76%). Although in general the actual condition of tourism infrastructure variables in West Bandung District is quite good, improvement is needed, especially in the transportation dimension in order to maximize the performance of the tourism industry, as recommendation and suggestions for local government and further research.



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INTRODUCTION

Globally, it has been agreed that in an effort to increase the competitiveness of a tourism destination, it is necessary to understand that tourism as a phenomenon depends on wide range of factors, and influence the overall direction of development. The development of a tourist destination influenced by various things such as infrastructure, superstructure, and interests/trends on tourists (Popesku, 2011). Regardless of how attractive the attractions offered by destinations are, the lack of public facilities, accommodation, and the quality of infrastructure can be obstacles to successful tourism development. The main subject of the study is the assessment of the relationship between infrastructure quality and tourist preferences, so it is important to conducting studies on this matter in order to harmonize the development of tourism destinations and increase the competitiveness of the destinations (Jovanovic & Ilic, 2016).

In line with the above paradigm, the Government of the Republic of Indonesia through Government Regulation Number 50 of 2011 about National Tourism Development Master Plan (RIPPARNAS) for the period 2010-2025 describes that the direction of national tourism development is carried out through the establishment of National Development Destinations (DPN) and one of the main criteria is about accessibility and infrastructure networks that support the mobility of tourists and tourism activities. Therefore, it is important for each regional government to develop the tourism sector in their region through the establishment of priority tourism destinations or tourist attractions that prioritize the availability and quality of infrastructure.

West Java, as a provinces in Indonesia that has special attention in tourism sector carrying motto "Smiling West Java", has confirmed itself as a competitive tourism destination and seeks to attract national and global tourists. Based on West Java Tourism Agency data, there are three popular districts as destination for tourist, there are West Bandung, Bogor and Garut districts. However, West Bandung District is in first position with 14 tourist destination points, while Bogor and Garut District each have

11 tourist destination points. West Bandung District is most in demand because there are many natural tourist destinations.

West Bandung District dominated by mountainous area with fertile soil, its location not far from the provincial capital provides added value for tourism. Thus, KBB becomes one of the tourist destinations to be visited by domestic and foreign tourists and has potential to become world-class tourism. In fact, according to the Head of the West Bandung District Tourism and Culture Agency, there are several tourism objects in West Bandung District that have not been exposed, because of the lack of infrastructure problem that affect the accessibility, one of them is quality of the road which is still rocky. This condition affect the development of Tourism in West Bandung District, thus West Bandung District Tourism and Culture Agency has to encourage massive infrastructure development to support local tourism in order to attract tourist visits,

especially in their role to maintain and increase tourist satisfaction.

The condition of tourism infrastructure will affect level of tourist satisfaction in each tourist destination. This relates to the value of fulfilling tourist expectations which are shaped by the conditions of tourism products, including the availability of qualified infrastructure (Suchaina in Ghani, 2015). Rozak (2012: 11) also corroborates this opinion by explaining that there is a positive relationship between tourist satisfaction and intention to revisit tourists which indicates that tourists will feel their hopes fulfilled after making a visit so as to increase the intention to revisit the tourist destination.

A number of experts have defined tourist satisfaction in the context of visiting a tourist destination. Although many studies have been conducted to elaborate on the concept of tourist satisfaction, in fact there is no absolute definition or concept that can represent tourist satisfaction due to the complexity of tourist attractions in the world (Song et al., 2011). In the end, a concrete model that can holistically represent the level of tourist satisfaction in a tourism destination is something that really has to be adapted to the type of destination itself. Therefore, in this study the Tourist Satisfaction Index (TSI) model proposed by Song et al. (2011). The TSI model was chosen because it is considered more actual and up-to-date.

RESEARCH METHODS

This study was designed using descriptive research methods with a quantitative approach through examining the relationship between the variables tested to test objective theory. Therefore the researchers used a quantitative approach with the aim of quantifying the opinions, attitudes and behavior of tourists in West Bandung District regarding tourism infrastructure, to determine the effect on tourist satisfaction in West Bandung District. Meanwhile, descriptive research is used to get a complete picture of the two variables studied in this study without involving other dependent variable elements. Therefore, through this type of descriptive research, an overview of the actual condition of tourism infrastructure in West Bandung District can be obtained.

RESULTS AND DISCUSSION

The Actual Conditions of Infrastructre in West Bandung District

The actual condition of tourism infrastructure variables is composed by 3 main dimensions namely Transportation, Social, and Environment (Popesku, 2011, Richhie & Crouch, 2005, Tourism & Transport Forum, 2012).

Transportation

In transportation dimension, there are three indicators, a. how are the conditions of roads in destinations and regional roads in each region/area of tourist attraction; b. how is the availability and feasibility of public transport infrastructure, especially from and to tourist attractions, and; c. how is the ease of intermodal transport systems. Based on the data collection, ease of accessibility to tourist attractions has proportion of 74.9%; road conditions has proportion of 70%; the availability of public transportation has proportion of 61.6%; The convenience level of public transport has proportion of 58.9%; the ease of access public transportation has a proportion of 61.8%; availability of transportation moda has a proportion of 63.5% and the ease of connectivity by intermoda gets a score proportion of 62%.

Social

Furthermore, the social dimension is reduced to 6 indicators, namely the availability of health facilities, security facilities, sanitation and hygiene conditions, ease of information and communication systems, availability of various types of accommodation, and availability of other public services. Based on the data, the indicator of the importance of health facilities gets a percentage of 92.6%; availability of health facilities gets a percentage of 67.3%; the presence of officers is that the percentage is 80.1% ; the availability of security facilities gets a percentage of 69.4%; security for tourists gets a percentage of 77.4%; environmental cleanliness gets a percentage of 71.1%; the availability of clean MCK gets a percentage of 70.0%; the availability of clean water gets a percentage of 74.0%; the ease of information on tourist attractions gets a percentage of 81.4%; The ease of communication network gets a percentage of 72.1%; The accommodation availability gets a percentage of 75.8%; The availability of accommodation type gets a percentage of 74.4%; the availability of other public service facilities get a percentage by 60.9% and the condition for public service facilities received a percentage of 69.4%. With the results of these calculations, it can also be seen that the total score is 8286 out of 11200 ideal score, which has a dimension percentage value of 74.0% and rated as good category.

Environment

The environment dimension of the tourism infrastructure variable consists of three indicators, namely the availability of conservation, good and attractive landscape infrastructure, and existence of waste disposal system in tourist attraction.

Based on the data collected, the indicator for the availability of protected forest areas has a percentage of 79.1%. Indicators of natural conditions that are well maintained get a percentage of 76.5%. The scenic beauty indicator gets a percentage of 88.5%. Landscape indicators that are not blocked by disturbing buildings get a percentage of 78.8%. The indicator for the availability of a special place to enjoy the scenery gets a percentage of 83.1%. The trash bin availability indicator gets a percentage of 75.1%. Environmental cleanliness indicators get a percentage of 59.5%. As well as an indicator of the condition of the sewage system in tourist attractions, it gets a percentage of 67.0%. With the results of these calculations, total score obtain 4861 out of 6400 ideal scores which have a dimension percentage value of 76.0% and fall into good category.

Actual Conditions of KBB Tourist Satisfaction

The variable of tourist satisfaction is based on its derived dimensions, namely the visible performance of the tourist attraction manager, the value of the equivalence between the price received and the quality of the tourism product, as well as the comparison of tourist expectations with reality.

The visible performance of tourism destination management

The visible performance dimension of the tourism destination management formed by performance indicators of employees/staff each tourist (customized service), the reliability of employees/systems in the tourist attraction, as well as the general/overall performance that tourists receive from management.

In general, the response of most tourists is positive towards the three indicators. As much 69 out of 160 respondents agree that management can provide services that can be adapted to their own conditions, 67 out of 180 respondents agree that management of tourism destination can be relied upon to provide needed services and solve problems faced by tourists, and 79 out of 180 respondents agree that the performance provided by tourism destination management to tourists is good and satisfying. The tourism infrastructure at West Bandung District is in fairly good condition, where the social and environmental dimensions receive a positive and significant response. However, the transportation dimension still needs a lot of improvement, especially in the indicators of public transportation conditions and the connectivity of intermodal modes of transportation.

Equivalence

Furthermore, equivalence dimension is formed by 2 indicators, there are equivalence between the prices obtained by tourists and the quality of tourism products and services provided, as well as the comparison of the prices received by tourists in the destination with similar tourist attractions in other tourist destinations. From the results of distributing and processing the questionnaire data, it was found

that 80 out of 160 respondents stated that they agreed that the quality of the tourist attraction as a product they received was commensurate with the price they got, and only respondents stated otherwise. Meanwhile, 87 out of 160 respondents expressed a positive attitude towards the price comparison of the tourist attractions they visited with similar tourist attractions in other destinations they knew. This means that the pricing for tourist attractions at West Bandung District is quite competitive.

Expectation

Finally, the dimension of tourists expectations of tourism destination they visited is determined by the suitability indicator between tourists expectations of tourist destination before they visit and the reality they get on after they visit. As many as 71 out of 160 respondents agreed that the original conditions of the tourist attractions they visited were in accordance with what they had previously imagined, and 47 out of 160 respondents stated that they strongly agreed with this statement. Meanwhile, 12 out of 160 tourists stated otherwise. This indicates that in fact the original condition of most of the tourism destination in West Bandung District is not much different from the information in media or advertising that formed minds of tourists, so as not to cause disappointment.

The Effect of Tourism Infrastructure on Tourist Satisfaction.

From the results of processing and presentation of the data in the previous section, it was stated that H_0 was rejected H_1 , accepted this stated that the tourism infrastructure variable had a positive and significant effect on the tourist satisfaction variable. This provides many implications, especially contextually and technically, to produce suggestions, thus the conditions of the two variables can be maximized.

The constant value of the Tourist Satisfaction variable is 0.394. This means that the tourist satisfaction index according to the data from the results of distributing the questionnaire to 160 respondents is quite good. Furthermore, the value of the regression coefficient number is 0.960 indicating that every 1% addition/improvement in the quality of Tourism Infrastructure will have an impact on the Tourist Satisfaction variable which will increase by 0.960 which is a fairly large number. This indicates that by improving the quality of tourism infrastructure, this will have a significant effect on increasing tourist satisfaction.

Based on the test results of the coefficient of determination, the adjusted R-square (R) value is 0.650 (65%). This means that the ability of the independent variable, namely tourism infrastructure in this study, affects the dependent variable, namely tourist satisfaction by 65%, while the remaining 35% (1 - 0.650) is explained/influenced by variables other than the independent variables in this study. From the 65% value, it can be said that the influence of tourism infrastructure on tourist satisfaction is quite significant because it exceeds the 50% mark. This is in line with Sugiama et al (2022), that studies regarding the correlation between basic and supporting infrastructure conditions in a tourism destination will normally provide a positive relationship to tourist perceptions and preferences, and this is closely related to the satisfaction that arises in tourists.

Furthermore, from the results of the analysis of the actual conditions of the two variables studied, namely tourism infrastructure and tourist satisfaction, a complete picture of conditions has been obtained at the West Bandung District. Tourism infrastructure formed by 3 dimensions is actually in pretty good condition. The social dimension consisting of indicators in the form of the availability of health facilities, security facilities, sanitation and hygiene conditions, the ease of information and communication systems, the provision of various types of accommodation, and the provision of other public service systems has gained a positive attitude from tourists. Likewise with the environmental dimensions of the availability of conservation, good and attractive landscape infrastructure, as well as the condition of the waste disposal system at tourist destination which also received positive responses. In the other hand, the transportation dimension which affect the ease of accessibility of a tourism destination, consists of indicators of how the condition of roads in tourism destination, the availability and feasibility of public transport infrastructure, especially from and to tourism destination, and how is the ease and interconnection of intermodal transportation system has not received a sufficiently good response. Therefore, special efforts and attention are needed from the West Bandung District to improve the condition of transportation infrastructure to and from each tourist attraction in the West Java District, especially regarding the condition of protocol highways and local roads connecting with corridor routes,

providing public transportation that is systemically connected and well managed and maintained, in order to support the mobility and accessibility

CONCLUSION

Based on the results of the research, it was found that tourists were quite satisfied with the tourism infrastructure in West Bandung District, through this research it was also proven that the tourist satisfaction variable was significantly affected by the tourism infrastructure variable, with a coefficient of determination of 0.65 (65%) . Meanwhile, of the three dimensions of tourism infrastructure (transportation, environment, and social), the transportation dimension is considered to have the most conditions that need to be improved in West Bandung District because it only achieves a percentage of 64.7% of the achievement of the ideal score, followed by the social dimension (74%) and the environmental dimension (76%). Although in general actual condition of tourism infrastructure variables in West Bandung District is quite good, improvement is needed, especially in the transportation dimension in order to maximize the performance of the tourism industry, as recommendation and suggestions for local government and further research.

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