

How the Providing Facilities, and Services Quality Make Tourists' Satisfaction in the Context of Domestic Tourism (Survey at Tanjung Pakis Beach in Karawang – West Java)

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Abstrak

Pantai Tanjung Pakis merupakan salah satu tempat tujuan wisata utama dan menjadi pengembangan pariwisata dan sebagai konsep sentral dalam penelitian pariwisata. Penelitian ini mengkaji bagaimana keberadaan fasilitas dan kualitas pelayanan yang terkait dengan Pantai Tanjung Pakis di Kabupaten Karawang Jawa Barat yang menawarkan kombinasi kegiatan pariwisata. Tujuan dari penulisan ini adalah untuk mengkaji hubungan penyediaan fasilitas dan kualitas pelayanan terhadap kepuasan wisatawan pada pengunjung Pantai Tanjung Pakis. Penelitian deskriptif dirancang untuk mendapatkan data yang sesuai dengan menggunakan pendekatan kuantitatif terhadap pengunjung Tanjung Pakis. Pantai. Sebanyak 400 kuesioner yang dapat digunakan dianalisis dengan menggunakan analisis jalur dan bantuan Software SPSS untuk menguji hubungan antar variabel. Hasilnya menegaskan bahwa kualitas pelayanan dan fasilitas memiliki pengaruh yang sama terhadap Kepuasan wisatawan dengan kontribusi sebesar 71,1% dan pelayanan kualitas memiliki pengaruh terbesar terhadap Kepuasan wisatawan yaitu 60,7%. Penelitian ini membahas implikasi teoretis dan manajemen dari temuan tersebut. Strategi yang disarankan dalam penelitian ini adalah mendiversifikasi dan mengembangkan Pantai Tanjung Pakis sebagai industri pariwisata dengan menargetkan kelompok wisatawan yang berbeda. Temuan penelitian ini juga telah memberikan beberapa informasi praktis tentang hubungan variabel-variabel tersebut dan rekomendasi untuk perbaikan Pantai Tanjung Pakis untuk memenuhi kebutuhan pengunjung mereka di masa depan.

Kata Kunci: *Fasilitas; Kualitas Pelayanan, Kepuasan Wisatawan*

Abstract

Tanjung Pakis Beach is one the main place of tourist destination and become a tourism development and as a central concept in tourism research. This study investigates how the existing of facilities and services quality associated with Tanjung Pakis Beach in Karawang regency West Java which offers a combination of tourism activities. The purpose of this paper is to examine the relationship of facilities and services quality providing on tourist satisfaction among the visitors of Tanjung Pakis Beach. A descriptive research was designed for this research to obtain appropriate data by using the quantitative approach towards the visitors of Tanjung Pakis Beach. A total of 400 usable questionnaires were analyzed using path analysis and the help of SPSS Software to examine the relationship between the variables. The result confirmed that the services quality and facilities had both influence on tourist Satisfaction with contribution is 71,1% and the services quality has the greatest influence on tourist Satisfaction namely 60,7%. This research discussed the theoretical and management implications of the findings. The suggested strategies in this research would diversify and develop the Tanjung Pakis Beach as a tourism industry by targeting different groups of tourists. The findings of this study have also provided some practical information on the relationship of these variables and recommendations for the improvement of Tanjung Pakis Beach to meet the needs of their visitors in the future.

Keywords: *Facilities; Services Quality, Tourists' Satisfaction*

INTRODUCTION

Tourism is one of the top and fastest growing sectors in the world; it plays a very important role in the economy and stimulated the growth of other economy (Osman and Sentosa, 2013). In line with that, (Zhang, H., Wu, Y., Buhalis, D., 2018) stated that tourism is becoming increasingly important for the economy and will have many benefit from the development of tourism objects by raising the potential of an area such as natural, cultural and historical resources.

Tourism is increasingly becoming associated with quality of life issues, as it offers people the opportunity to take a break away from the complexities and stresses of everyday life and work – it provides the context for rest, relaxation and an opportunity to do something different. This is increasingly being associated with notions of well-being and how holidays assist with relaxation, recuperation and personal goals outside of work.

At a general level, measuring tourism through the collection, analysis and interpretation of statistics is essential to the measurement of the volume, scale, impact and value of tourism at different geographical scales from the global to the country level down to the individual destination. At the simplest level, this is shown in chart.1, which demonstrates the trends in global tourism since 1950 and forecasts to 2030.

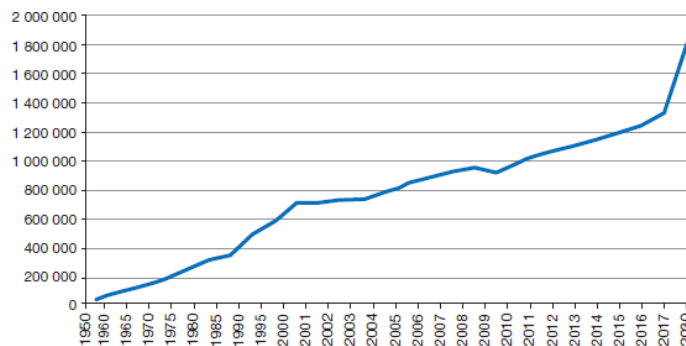


Chart. 1. The growth of international tourism since 1950 and forecasts to 2030

Source: UNWTO data

Chart.1 uses the UNWTO arrival statistics for each year and their forecasts and shows that international tourist arrivals have not simply grown year on year. A number of downturns have occurred in tourist arrivals, more recently caused by the impact of foot and mouth cattle disease in the UK (see Web Case Study 1.1), 9/11 and Bali (September 2002) terrorist events and other factors (e.g. the economic crisis in Argentina, the strength of the US dollar, conflict in the Middle East and the SARS (Severe Acute Respiratory Syndrome). Stephen J. Page (2019, page: 7)

Indonesia is an archipelagic country that stretches from Sabang to Merauke, has five large islands such as Sumatra, Java, Kalimantan, Sulawesi and Papua as well as small islands scattered around it. Indonesia is referred to as a maritime country because the territory is mostly oceanic. One of Indonesia's natural potentials is the beauty of its beaches and many various kinds of beaches scattered throughout the territory of Indonesia.

Karawang is a regency city located on the north coast of West Java. This city has several beaches as interesting tourist attractions, namely : Tanjung Pakis Beach, White Sand Beach, Mutiara Beach, Pelangi Beach, and Pisangan Beach. From the five beaches, one of the most interesting beaches is Tanjung Pakis beach, because it has a stretch of brown sand with a very wide coastline and waves that are not too big. The location of this beach is precisely in Tanjung pakis Village, Pakisjaya District, approximately 70 km from the city of Karawang.

However, based on data information received from tourism managers of Tanjung Pakis Beach for the last four years, from 2018 to 2021, the condition of tourists who come to visit the Tanjung Pakis Beach has fluctuated even when the Covid-19 condition has decreased drastically, as shown in table 1

Tabel.1 The data of Tanjung Pakis Beach Tourist Visiting

NO	Years	Number of Tourist
1	2018	799385
2	2019	929251
3	2020	1002874
4	2021	957671

Sources: Regional Tourism and Culture Office of Karawang Regency in 2021

Based on table 1 above, the number of domestic trips increased by about 20 % between 2018-2021, but for the next year 2021, there is an unexpected decrease of nearly 45203 voyages made by tourist to the Tanjung Pakis Beach in Karawang regency. The trend is rising in the coming years, with more than 100 million domestic trips being estimated in 2022. Seeing development and forecasts of domestic tourism in Karawang Regency, it is very necessary for local government pays seriously attention to the potential places that become tourist attractions to visit. The sustainable development of domestic tourism is only possible by identifying the main issues and its causes and also corrective action

Based on research of Yale (1997) states that the success of a tourist attraction lies in four critical areas: Accessibility, Opening hours, On-site amenities, such as parking, visitor centre, signs and labels, shops, guides, refreshments, toilets, litter bins, seating and disabled provision, Off-site amenities, such as signposting, local accommodation and local services.

Regarding the tourist satisfaction, many authors claimed that it is measured upon the destination's attributes and the manner they have met tourists' expectations. These attributes are represented by natural and cultural attractions, accessibility, accommodation, activities, comfort facilities, safety, infrastructure, local community etc. and all of them have an impact on tourist satisfaction (Celeste and Vieira, 2011).

Service quality is described as a standard used to assess the effectiveness of a particular leisure service agency, including the tourism service sector (Godbey, 1997), and therefore the quality of service involved with tourism which plays an important role in the process of delivery (Wyllie, 2000). Further, the quality of service influenced customers' image that had an effect on the process from expected quality to perceived quality (Prabaharan et al., 2008).

Tourist facilities are a complementary supporting services that are always ready to be utilized by tourists and these services offer quality and prices that are in line with tourist required. 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

Based on previous research that has been mentioned above, the research will present and test two main dimensions of factors affecting tourist satisfaction, namely: facilities, and service quality. The purpose of this reseach is to know how the facilities, services quality could make tourist satisfaction to revisit at Tanjung Pakis beach in Karawang regency West Java .

METHOD

Questionnaire Design

The tool used to collect the necessary information was a questionnaire which included 21 consists of 21 items, each of variabel as : Facilities, Service Quality , and Tourist satisfaction were measured with 7 items questionnaire by using 5-point Likert-type scale. Respondents were asked to indicate for each of these items their degrees of agreement (1= strongly disagree; 5=strongly agree).

Data Collection

The population surveyed was represented by the tourists who were, at least once during the last 4 years. The data collection method consisted of a questionnaire based survey amongst a sample of 400 tourists who visited and spent at least a few hours in a tourist destination at anjung Pakis beach in the last 4 years from the population surveyed. The questionnaire being self-administered by the respondents. Thus, the convenient sampling technique was applied, meaning the respondents were selected based on their availability to be interviewed.

After analysing the answers of the 400 investigated tourists,. Therefore, 60 % of the sample were women, and only 40% were male. In terms of age, most of the sample is represented by people aged 20-30 (90%), while 10 % age of the sample was above 35 years. The majority of tourist education has an average level of high school. More than 90% of the visitors come from the Karawang Regency.

Data Analysis

The data analysis was made using path analysis with the help a statistical software IBM SPSS to identify the main attributes that measure the facilities and service quality which have an impact on tourist satisfaction..

RESULTS AND DISCUSSION

Based on table 2, it can be seen that the validity test of the facility (X1), Service Quality (X2), and the tourist satisfaction variable (Y) has a value of r count more than 0.3 or r count > r critical, then all questionnaire statements from the three variables are valid.

Table 2. Recapitulation of Validity Test Results

Variable	Indicator	r count	r critical	Description
Facility (X1)	X1.1	0,462	0,30	Valid
	X1.2	0,500	0,30	Valid
	X1.3	0,571	0,30	Valid
	X1.4	0,697	0,30	Valid
	X1.5	0,584	0,30	Valid
	X1.6	0,598	0,30	Valid
	X1.7	0,499	0,30	Valid
Service Quality (X2)	X2.1	0,688	0,30	Valid
	X2.2	0,700	0,30	Valid
	X2.3	0,703	0,30	Valid
	X2.4	0,640	0,30	Valid
	X2.5	0,701	0,30	Valid
	X2.6	0,733	0,30	Valid
	X2.7	0,639	0,30	Valid
Tourist	Y1	0,704	0,30	Valid
	Y2	0,758	0,30	Valid
	Y3	0,805	0,30	Valid

Satisfaction (Y)	Y4	0,757	0,30	Valid
	Y5	0,749	0,30	Valid
	Y6	0,738	0,30	Valid
	Y7	0,357	0,30	Valid

Based on Table 3, it can be stated that all variables used in this study are reliable because they have a Cronbach Alpha (α) value greater than 0.60. In accordance with what is required by Ghozali (2012) that the variable is said to be reliable if it gives the value of Cronbach Alpha > 0.6

Table 3. Reliability Test Results

Variable	r count	r critical	Description
Facility (X1)	0,812	0,60	<i>Reliable</i>
Service Quality (X2)	0,890	0,60	<i>Reliable</i>
Tourist Satisfaction (Y)	0,895	0,60	<i>Reliable</i>

Based on chart 2, it can be seen that the distribution of the data points follows a diagonal line, so the regression model in this study have a normally distribution.

Normal P-P Plot of Regression Standardized Residual

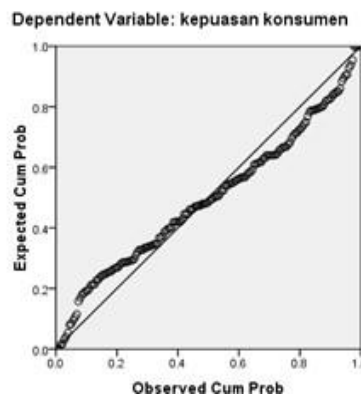


Chart.2 P-plot of Regression Standardized Residual

Descriptive Analysis

Respondents perceive that the providing of facilities around the Tanjung Pakis Beach environment still needs a serious attention from tourism manager, especially supporting facilities such as: places of worship, toilets and trash cans, as well as access roads to Tanjung Pakis which are less comfortable for vehicles to pass. Respondents gave an assessment score of the provision of facilities of 8,922 or 64.8%.

Meanwhile, the quality of services provided by Tanjung Pakis Beach workers according to respondents' perceptions still needs to be improved, especially in terms of responding to: information and visitor complaints, ticket services as well as security services and beach management at Tanjung Pakis Beach. Respondents gave an assessment score of service quality of 9,076 or 65.1%. The respondents' perceptions of their satisfaction with visiting to Tanjung Pakis tourism as a whole are quite satisfactory, by giving an assessment score of 9,204 or 65.5%

Based on results of extracting respondents' perceptions of the three variables in this study, namely, Facility variable which has 4 dimensions, Service Quality variable which has 5 dimensions, and Consumer Satisfaction variable which has 4 dimensions and have an average score of 65% which can be categorized as quite satisfactory.

Verification Analysis

Berdasarkan hasil output SPSS hubungan kedua variabel bebas tersebut dapat dijelaskan sesuai tabel 5

Table. 5 Correlation Between Facilities and Service Quality Correlations

		Facility	Quality Services
Facility	Pearson Correlation	1	.759**
	Sig. (2-tailed)		.000
	N	400	400
Quality Services	Pearson Correlation	.759**	1
	Sig. (2-tailed)	.000	
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processing Results, 2021, SPSS 26

Based on results of analysis, the correlation coefficient between Facilities (X1) and Service Quality variables (X2) has a value of 0.759 which is in an interval 0.683 - 0.843 with a strong category (Sugiyono, 2013: 250). This indicates that if the facilities increase, the quality of service will also increase and on the contrary.

Based on results of data processing by using SPSS 26 software, the path coefficients for the variables of Facilities (X1) and Service Quality (X2) on Consumer Satisfaction (Y) shown in a table. 6

Table.6 Path Coefficients

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-	.848		-.025	.980
	Facilities	.021	.048	.286	6.940	.000
	Service Quality	.621	.042	.607	14.705	.000

a. Dependent Variable: Consumer Satisfaction

Source: Data Processing Results, 2021, SPSS 26

Based on table. 6 above, the direct effect of Facility variable (X1) on Consumer Satisfaction (Y) has a value of 0.286, so that, the equation is obtained, namely $Y = 0.286 X_1$. The value of coefficient of determination between correlation of Facility variable to Consumer Satisfaction has a value of 8.1 % ($r^2 \times 100\%$).

Next, the direct effect of Service Quality variable (X2) on Consumer Satisfaction (Y) has a value of 0.607, so that, the equation is obtained, namely $Y = 0.607 X_2$. The value of coefficient of determination between correlation of Service Quality variable to Consumer Satisfaction has a value of 36,8 % ($r^2 \times 100\%$).

The results of overall analysis in table 6 above, the contribution of Service Quality (X2) is greater than Facilities to Consumer Satisfaction (Y). So the path equation can be made as

$$Y = 0,286 X_1 + 0,607 X_2 + p\epsilon$$

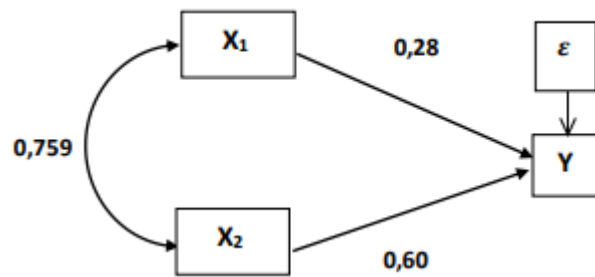


Figure.1 Simultaneous Effect of Facilities (X1) and Service Quality (X2) on Consumer Satisfaction (Y)

The direct and indirect effects, either partially or simultaneously of Facility (X1) and Service Quality (X2) variables on Consumer Satisfaction (Y) are as follows:

The direct and indirect effects, either partially or simultaneously of Facility (X1) and Service Quality (X2) variables on Consumer Satisfaction (Y) are as follows:

1. The direct and indirect effect of facilities on consumer satisfaction, as shown in table 7.

Table 7 direct and indirect effect of facilities on consumer satisfaction

Variable	Path Analysis Interpretation	Calculation	Score Influence
Facility	Direct influence X1 to Y	0,286 ²	0,081
	Indirect influence X1 to Y	0,286 x 0,759 x 0,607	0,131
Total of Score Influence			0,212

Source: Data Processing Results, 2021, SPSS 26

Based on table 7 above, it shows that the Facility variable has an effect on Consumer Satisfaction of 0.21.

2. The direct and indirect effect of service quality on consumer satisfaction as shown in table 8.

Table 8 direct and indirect effect of service quality on consumer satisfaction

Variable	Path Analysis Interpretation	Calculation	Score Influence
Service Quality	Direct influence X2 to Y	0,607 ²	0,368
	Indirect influence X2 to Y	0,607 x 0,759 x 0,286	0,131
Total of Score Influence			0,499

Source: Data Processing Results, 2021, SPSS 26

Based on table 8 above, it shows that the service quality variable has an effect on Consumer Satisfaction of 0.499.

3. The Effect of Facilities and Service Quality on Consumer Satisfaction, as shown in table 9

Tabel.9 Effect of Facilities and Service Quality on Consumer Satisfaction

Variable	Path Coeficient	Direct influence	Indirect influence		Score Influence
			X1	X2	
Facility	Nilai X ₁ Y	0,081	-	0,131	0,212
Servive Quality	Nilai X ₂ Y	0,368	0,131	-	0,499
Total of Score Influence					0,711
Influence of others Variable (1-0,711)					0,289

Source: Data Processing Results, 2021, SPSS 26

Based on table 9, the total effect of Facilities and Service Quality on Consumer Satisfaction is 0.711, and the rest is 0.289, influenced by other variables. The magnitude of coefficient of determination (R²), as shown in the table.10

Tabel.10 Coefficient of Determination (R²)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 ^a	.714	.712	2.75969

a. Predictors: (Constant), Servive Quality , Facility

Source: Data Processing Results, 2021, SPSS 26

Based on table 10 above, the coefficient of determination (R²) is 71.1%, meaning that Facilities and Service Quality have a contribution to customer satisfaction of 71.1% while the rest 28.9% is the contribution of other variables (ε) which are not examined in this study.

Hypothesis Testing

1. Correlation Between Facilities and Service Quality

The value of t- test results is 23.2, then compared with t-table at an error rate of 5% db = n – 2 = 398, then the t- table = 1.965 is obtained. Thus, t count (23.2) > t table (1.965), it can be stated that H₀ is rejected, meaning that there is a significant and strong relationship between facilities and service quality.

2. Hypothesis of Partial Effect of Variables (t-test)

3.

Table 11. Effect of Facilities Partially on Consumer Satisfaction

Structural	Sig.	A	t count	t tabel	conclusion
pyx ₁	0,000	0,05	6,940	1,965	H ₀ rejected

Source: Data Processing Results, 2021

Based on table11 above, the sig value is shown. (0.000) < (0.05) and t-count (6.940) > t- table (1.965), then H₀ is rejected, it can be concluded that the facility partially affects on consumer satisfaction.

Table 12. Effect of service quality Partially on Consumer Satisfaction

Structural	Sig.	A	t count	t tabel	conclusion
pyx1	0,000	0,05	14,705	1,965	H0 ditolak

Source: Data Processing Results, 2021

Based on table12 above, the sig value is shown. $(0.000) < (0.05)$ and $t\text{-count} (14,705) > t\text{-table} (1.965)$, then H0 is rejected, it can be concluded that the service quality partially affects on consumer satisfaction

4. Hypothesis of the Effect of Simultaneous Testing (F test)

Table 13 . result of F- Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7542.659	2	3771.329	495.190	.000 ^b
	Residual	3023.519	397	7.616		
	Total	10566.177	399			

a. **Dependent Variable:** Customer Satisfaction

b. **Predictors: (Constant),** Service Quality, Facility

Source: Data Processing Results, 2021

Based on table. 13 , it is shown that value of F count is 495.190 and sig. 0.000. The influence of facilities and service quality on consumer satisfaction, as shown in table 14

Table. 14 Effect of Facilities and Service Quality Simultaneous on Consumer Satisfaction

Structural	Sig.	A	f count	f tabel	Conclusion
pyx1x2	0,000	0,05	495,190	3,018	H ₀ Rejected

Source: Data Processing Results, 2021

Based on table 4.53 above, the value of sig. $(0.000) < (0.05)$ and $f\text{ count} (495.190) > f\text{ table} (3.018)$, then H0 is rejected, it can be concluded that Facilities and Service Quality simultaneously affect consumer satisfaction.

CONCLUSION

Based on results of data processing, the description of availability of facilities, quality of service and satisfaction of tourists to visit Tanjung Pakis Beach as tourist attractions are felt by visitors to be quite good and satisfied. The correlation between Facilities and Service Quality has a positive value of 0.759 with a strong category. While the partial effect of facilities and service quality on tourist satisfaction visiting Tanjung Pakis Beach has a value of 0.286 or 28.6% and 0.607 or 60.7% each. The simultaneous influence of facilities and service quality on tourist satisfaction visiting Tanjung Pakis Beach has a value of 0.711 or 71.1%.

Based on these conclusions, the results of this study contribute to tourism management of Tanjung Pakis Beach should maintain and improve, places of worship, toilets and trash cans facilities, as well as access roads to Tanjung Pakis, and also service

quality in the form of responding to responding to visitor complaints , ticket services as well as security services.

Because with the preservation of the beauty of the beach, satisfactory service and complete facilities and security will make visitors comfortable and loyal to revisit

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