

ASSESSING VISITOR SATISFACTION WITH THE LON MALANG BEACH NATURAL TOURISM ATTRACTION (ODTWA) SAMPANG DISTRICT

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ABSTRACT

Tourism is the largest form of industry in the world, besides that tourism also contributes a lot to the development of the world's economic sector. This can be measured through the country's foreign exchange earnings which have increased more than before, business development, infrastructure, and not only that, tourist attractions can also become jobs for others. This study aims to examine the satisfaction felt by visitors to Lon Beach Malang towards natural tourist attractions. This study uses two variables, namely expectations and performance. The type of research used is descriptive quantitative using data analysis techniques CSI (Consumers Satisfaction Index). The source of data used in this study is primary data in the form of direct interviews with sources, namely visitors to Lon Beach Malang who are being used as goals in this study. The results obtained in the form of results from the calculation of the visitor satisfaction index obtained a result of 74%. These results are between the scale range 0.66 - 0.80.

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1. INTRODUCTION

Tourism is the largest form of industry in the world besides that tourism also contributes a lot to the development of the world economic sector [1]. This can be measured through the country's foreign exchange earnings which have increased more than before, business development, infrastructure, and not only that tourist spots can also become jobs for other people. The World Travel and Tourism Council (WTTC) reports that in 2019 the growth of Indonesia's existing tourism has grown two times faster than the global average. This means that growth in the tourism sector in Indonesia itself has grown to 7.8% in 2018 or an increase of two times the global average growth in 2018 of 3.9%. In other words, the industrial sector in the tourism sector has contributed 6.0% or 890,428 billion of the national gross domestic product in 2018. This statement was explained by Yogie Zulni Pratama in his research entitled Natural Tourism Potential in Pagar Alam City, South Sumatra Province Based on Offers, Demand And Carrying Capacity (2021). The tourism industry has experienced many positive trends marked by an increase in the number and potential for further development. With the existence of a potential in an area can open up a sizable opportunity for the economy in that area. Over time, tourist attractions continue to experience rapid development and change. So because of this there needs to be special attention to improvement in terms of quality and service quality, maintenance of the tourist environment and the provision of facilities and infrastructure for the advancement of the tourist attractions themselves. In Law no. 10 of 2009 stated that tourism management has the objective of increasing local revenue. So that with the passage of time, the desire of tourists for tourist attractions accompanied by various interesting facilities, activities and activities is increasingly skyrocketing. So because this is the cause of the increasing number of tourist attractions opened by certain areas. The opening of this tourist spot aims to increase the number of regional restrictions, so that later these closures can be used as funds for the utilization and management of the area itself. Not only that, with the opening of more tourist attractions, there will also be more jobs for the people living in the area.

According to [2], the special relationship that occurs between tourism and the environment is often associated with a dependence that is quite unique on a culture and natural resources and this also requires a fairly balanced approach to the planning and development of tourism. The tourist attractions themselves include several things including services, lodging, attractions and transportation. Not only that, the tourism sector can also further enhance the roles of a number of supporting sectors in government and private sectors such as hotels, restaurants, souvenir or craft industries, human resources, travel agents and natural tourist objects and attractions [3]. One of the areas in Indonesia that

counts as having a suitable tourist destination as a photo spot and as a place to spend time with family during holidays is located in Sampang Regency.

Sampang Regency is one of the cities located in the Madura Island region which on Madura Island itself is divided into around four districts or cities which include Bangkalan Regency, Sampang Regency, Pamekasan Regency and Sumenep Regency. This city also has several tourist destinations that are good enough to visit, one of which is Lon Malang Beach. Lon Malang is a natural tourist destination located in the North of Sampang City, precisely in the Middle Bira area, Sokobanah District, Sampang Regency. Lon Malang Beach has been open since 2017 until now. Previously this beach was one of the places that was very neglected because in the past Lon Malang beach was filled with shrubs. Lon Malang itself offers several facilities that can make visitors more comfortable spending time with family, friends and loved ones on this beach, which include stalls and cafes that sell food and drinks, toilets, photo spots and even visitors can rent a Terrain Vehicle (ATV) whose rental fee is pocket-friendly (quoted from <https://www.pulaumadura.com/>).

Based on the preliminary study obtained from the results of direct interviews with several respondents it was explained that even though it has advantages, Lon Malang beach also experiences problems which include quite a lot of garbage scattered around, toilets that are lacking in cleanliness, in locations mostly only selling instant noodles, officers who do not wear uniforms so making the appearance of the officers less tidy, water faucets not working, not as many visitors coming as in previous years, no food that shows the characteristics that come from the area where tourist attractions are located, no shops that provide souvenirs typical of Lon Beach Malang, and the lack of facilities to serve as photo spots.

In general, visitors to tourist attractions will always have expectations of tourist attractions where they aim to enjoy relaxing time with their closest people, but it is not uncommon for their own expectations to be inversely proportional to the reality obtained. This happens because sometimes the performance in tourist attractions is quite different from expectations. Performance itself is a result of the function of activities carried out by a group of individuals found in a certain place. While hope itself is a form of belief in something that is dreamed of will be obtained. Performance has a fairly close relationship with satisfaction, because if the performance provided is in line with expectations, satisfaction will be quickly fulfilled. This can happen because there is a feeling of pleasure and satisfaction with the results obtained, felt and experienced in accordance with the expectations one has.

Based on the explanation above, the researcher is interested in examining the satisfaction felt by Lon Malang Beach visitors towards ODTWA or Natural Tourism Objects and Attractions.

2. METHOD

In this study, the data sources used by researchers were primary data sources collected through interviews and questionnaires and secondary data obtained from journal references and other reliable sources. In this research, there is one concept that is used, which is related to the concept of ODTWA (Natural Tourism Attraction Objects). The following is a table of operational definitions of the variables:

Table 1. operational definitions

Variable	Operational definition
Hope	A basis for belief in something that is desired will be obtained or can be realized.
Performance	Results of achievement or implementation of program activities obtained by a person or a particular business sector.

The population contained in this study is the entire number of visitors to Lon Malang Beach. So that the determination of the number of samples proposed by Roscoe in [4] is a fairly decent size in a study, namely between 30 to 500 respondents. Meanwhile, this statement is inversely proportional to the opinion expressed by Frankel and [5] which states that the size of the minimum sample used in descriptive research is 100. So, based on this theory, the number of samples that researchers use as a

In this study, researchers used a type of quantitative descriptive research. Quantitative descriptive research is a method that aims to explain, summarize, or describe various situations, conditions or various phenomena and research variables based on events that occur as they are that can be captured or photographed, observed, interviewed and can also be explained through material. of a documentary nature. So the reason the researcher chose to use this method is because the researcher wants the research to run coherently so that it is hoped that this research will be able to run in a more objective

manner. The data analysis technique in this study is to use a quantitative descriptive approach using the CSI (Consumers Satisfaction Index) data analysis method.

3. RESULT AND DISCUSSION

A. Characteristics of Respondents

Characteristics of Respondents Based on Domicile

Based on the results of the research on the characteristics obtained by respondents based on their domicile, they are presented in the following table:

Table 2 Characteristics of Respondents by Domicile

Domicile	Frequency	Percentage
Sampang	48	48%
Pamekasan	4	4%
Bangkalan	19	19%
Sumenep	13	13%
Outside Madura	16	16%
Total	100	100%

Primary data source 2022

Table 2 above presents that the number of respondents who visited Lon Malang Beach came from the City of Sampang with a percentage of 48%, the next percentage was respondents who came from Bangkalan City as much as 19%, respondents who came from outside the Madura area had a percentage of 16%, and respondents from the City of Sumenep accounted for 13% and the percentage of visits from respondents from Pamekasan City was 4% and from the other four regions the percentage of visitors from Pamekasan was the smallest.

In this table the number of respondents who are domiciled in Sampang is far more than other domiciles, this is because most respondents from domiciles outside the Sampang area claim that Lon Malang beach has the same atmosphere as other tourist attractions and this tourist spot is still less than In terms of uniqueness and characteristics that distinguish this tourist spot from tourist attractions in other areas, this is the reason why most respondents or visitors to Lon Malang beach come from the city of Sampang.

Characteristics of Respondents Based on Gender

Based on the research results, the characteristics of respondents based on gender are presented in the following table:

Table 3 Characteristics of Respondents by Gender

Gender	Frequency	Percentage
Men	30	30%
Woman	70	70%
Total	100	100%

Table 3 above shows the number of respondents who came to visit Lon Malang Beach in terms of the proportion of gender. The most respondents were respondents with male sex by 70% and the rest were male by 30%. So that the proportion of visitors who come to Lon Malang Beach are female more than the male.

In this table the number of female respondents is far greater than the number of male respondents, this is because women tend to like traveling more than men who prefer to stay indoors. Apart from that, there are other reasons because women think that the beach is a quite pleasant and comfortable place to be used as a place to relax, there are many interesting spots to take pictures, besides that the beach also makes women much more confident because when they are on the beach women feel that she looks prettier and also charming.

Characteristics of Respondents by Age

Based on the results of the study, the characteristics of respondents based on age were presented in the following table:

Table 4 Characteristics of Respondents by Age

Age	Frequency	Percentage
17 - 25 Years	60	60%
25 - 30 Years	14	14%
35 - 40 Years	12	12%
45 - 50 Years	13	13%
>50 Years	1	1%
Total	100	100%

Based on the results presented in table 4, the age of the most respondents is those aged 17-25 years, which is 60%, while the fewest respondents are those aged more than 50 years with a percentage of 1%. As for respondents aged 25-30 years, namely 14%, respondents aged 35-40 years were 12% and respondents aged 45-50 years were 13%. The results of this description indicate that most visitors to Lon Malang Beach are adults aged 17-25 years.

In this table the number of respondents or visitors aged 17-25 years is much more, because at this age many young visitors spend time relaxing on the beach, because in general many think that the sound of the wind or the roar of the water on the beach can make mind much more relaxed.

Characteristics of Respondents Based on Education Level

Based on the research results, the characteristics of respondents based on their level of education are presented in the following table:

Table 5 Characteristics of Respondents by Education Level

Education Level	Frequency	Percentage
SMP/MTS	7	7%
SMA/MA	38	38%
College Student	44	44%
Bachelor D3/S1	11	11%
Total	100	100%

From table 5 above, it shows that the highest number of respondents based on education level, namely students with a percentage of 44%, while the smallest percentage came from respondents whose education level was SMP/MTS, namely 7%. For respondents whose education level is SMA/MA as much as 38% and 11% for the category of respondents who have taken a D3/S1 degree. Based on the results of this percentage, it can be seen that the most visitors to Lon Malang Beach are students or it can be said that they are adults.

In this table, the number of respondents or visitors whose educational level is still a student is much higher, this is because they think that on holidays or free time, the best place to relax and spend time is at the beach.

Characteristics of Respondents Based on Occupation

Based on the results of the research characteristics obtained by respondents based on work presented in the following table:

Table 6. Characteristics of Respondents by Occupation

Occupation	Frequency	Percentage
PNS/TNI/Polri	4	4%
Private Employee / Entrepreneur	19	19%
Student / College Student	51	51%
Housewife Stairs/Retirement	18	18%
Other	8	8%
Total	100	100%

From the results in table 6, the most respondents are students/students at 51% while the fewest respondents are from PNS/TNI/Polri circles with a percentage of 4%. the second rank is from private employees/self-employed employees, namely 19% and the third rank is from housewives/pensioners

with a percentage of 18% and the last is 8% from other categories or professions that do not exist in the previous category.

In this table the number of respondents or visitors whose level of work as students or students is much higher, this is because beach resorts do not incur too much money so that the cost of entry tickets is quite affordable among students and students.

B. Results of Data Analysis

In this study, researchers have conducted statistical analysis using the CSI (Consumers Satisfaction Index) data analysis method and the following is a visitor satisfaction index table. To further clarify the results of this study, the following is the average value for each indicator and attribute presented in table form below:

Table 7 Average Value of Each Variable and Indicator

Variable	Indicator	(X) Performance	(Y) Hope
beauty		7,35	7,75
	Beach beauty	4,08	4,12
	Beach Uniqueness	3,27	3,63
Cleanliness		15,1	15,59
	There is no settlement effect	3,10	3,66
	Cleanliness of public toilet facilities	4,30	4,04
	There are no other sources of pollution	3,70	3,92
	The beach area is clean and well maintained	4,00	3,97
Comfort		21,67	22,63
	No litter (odor free)	3,70	3,82
	No vandals (doodle)	3,89	3,79
	Noise free	3,60	3,73
	Not much animal disturbance	4,19	4,05
	No human interference	2,71	3,35
	The atmosphere at Lon Malang beach cozy	3,58	3,89
Safety		11,53	11,44
	Toxic free	4,28	3,94
	No annoying trust	3,64	3,84
	No human interference	3,61	3,66

C. Visitor Satisfaction Index

Table 8 Calculation Results of the Visitor Satisfaction Index

Attribute	Performance	Hope	Weighting Factor	Weighted Score
Beauty	7,35	7,75	13,5%	49,96
Cleanliness	15,1	15,59	27,17%	102,95
Comfort	21,67	22,63	39,42%	143,32
Safety/Security	11,53	11,44	19,93%	76,73
Total		57,41	100,02%	372,96
		Visitor Satisfaction Index		74%

Information:

Weighting Factor = The average expected value of each attribute divided by the average total of expectations

Weighted Score = The average performance value multiplied by the value of the weighting factors.

Weighted Average = The total value of the weighted score

In table 8 it can be seen that the value of the total weighted average is 372.96. These results were obtained from the sum of the weighted scores of all the performance attributes of the services at Lon Malang Beach. While the visitor satisfaction index is obtained by dividing the value of the weighted average with a maximum scale used in this study. In other words, the visitor satisfaction index is 372.96:5

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$\times 100\% = 74\%$.

The results of the visitor satisfaction index can be grouped into five categories. So based on the results of research conducted by [6], the maximum value of satisfaction is 100 while the minimum value of satisfaction is 0 with a description of dissatisfaction. That's why it is classified into five categories so that the maximum value of 100 is divided into 5. The following is the value of the categorization range described [7] regarding the visitor satisfaction index.

Table 9 Scale Range and Category Description Regarding Analysis of Visitor Satisfaction Index:

Scale Range	Category Description
>0.80	Very Satisfied
0.66 - 0.80	Satisfied
0.51 - 0.65	Quite Satisfied
0.35 - 0.50	Less Satisfied
0.00 - 0.34	Not Satisfied

Source of information: Aritonang (2005: 34)

The value of the overall visitor satisfaction index is 74%, this result is obtained by dividing the value of the weighted average by the maximum scale used in this study. So in other words, the visitor satisfaction index is $372.96:5 \times 100\% = 74\%$.

Discussion

The acquisition of the value of the visitor satisfaction index is at 74%, this result is in the range 0.66 - 0.80, which means that the visitor satisfaction index at Lon Malang Beach, Sampang Regency is included in the satisfaction criteria. However, based on more detailed observations, it was found that the results of the visitor satisfaction index between performance and expectations in terms of beauty and cleanliness were still higher than the average total value of the expected performance. So in other words, based on these two sides, visitors still don't feel the performance at Lon Malang Beach exceeds their expectations. Therefore researchers can conclude that visitors are still not satisfied with the performance of Lon Malang Beach. This is because in the theory of service marketing, satisfaction alone does not describe visitor satisfaction being completely fulfilled, but in order to obtain full satisfaction, the value of the scale category must be at the very satisfied level while also paying attention to the quality of the performance in it.

In this study the researcher supports the theory stated by [8];[9];[10] which states that the expectations of visitors are mostly rational and adaptive to a change. Not only that, researchers also support the theory put forward by [11] that if a performance exceeds expectations, visitors will feel very satisfied or happy. In addition, the researchers also support research conducted by [12] which explains that the visitor's decision to make a visit is not only influenced by information obtained from promotions but also influenced by the visitor's own knowledge of the quality of service in tourist attractions. Because service quality can create a good or bad image for a tourist attraction. So that more and more visitors come to Lon Malang Beach, there are several ways that can be done to increase visitor satisfaction, which include completing products or goods sold at tourist attractions, repairing or replacing damaged facilities, besides that the manager of Lon Beach tourist attractions Malang is also required to pay more attention to tidiness related to tourist attractions, as well as pay more attention to and highlight the characteristics found in Lon Malang Beach.

4. CONCLUSION

Based on the discussion that has been done before it can be concluded that The results of the calculation of the visitor satisfaction index obtained a result of 74%. These results are in the range of the scale 0.66 - 0.80, in other words the satisfaction index of visitors to Lon Malang Beach falls into the satisfied category. However, based on more detailed observations, it was found that the results of the visitor satisfaction index between performance and expectations in terms of beauty and cleanliness still had a higher average total expectation value than the average total performance value. So in other words, based on these two sides, visitors still don't feel the performance at Lon Malang Beach exceeds their expectations. Therefore researchers can conclude that visitors are still not satisfied with the performance of Lon Malang Beach.

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