

## ANALYSIS OF TOURIST SATISFACTION ON PAMUTUSAN ISLAND CITY OF PADANG

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### ABSTRACT

The purpose of this research is to describe tourist satisfaction on Pamutusan Island. The title of this research is Analysis of Tourist Satisfaction on Pamutusan Island, Padang City. this research will be conducted using the google form platform as a distribution medium that will be developed as a data collection instrument. This research goes into Descriptive research with Quantitative data. In this study the population was tourists who had visited Pamutusan Island Padang, with a sample of 100 people with non-probability sampling techniques with sampling based on age criteria over 18 years. The data used in this study are primary data and secondary data.

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### 1. INTRODUCTION

The natural beauty of Indonesia, which is the largest archipelago in Indonesia, is undoubted. According to data from the Geospatial Information Agency in 2021, there are 17,000 islands in Indonesia with 7,000 of them including inhabited islands. The islands of Kalimantan, Java, Sulawesi, Sumatra and Papua, are the main islands in Indonesia. In addition to the big islands, of course, many small islands, even remote locations, have their own charm and attractiveness for tourist visits. For travelers who like to visit places that are not yet popular, you can plan a trip to thousands of islands in the country.

According to Law No. 10 of 2009 concerning tourism, it explains that "Tourism Objects are everything that has uniqueness, beauty and value in the form of diversity of natural wealth, culture and man-made products which are the means or purpose of tourist visits". One of the provinces in Indonesia is West Sumatra. Based on records compiled by the Tourism and Creative Economy Office of West Sumatra Province:

Table 1. Visitation Data in West Sumatra

| Year | Number of Visits |
|------|------------------|
| 2019 | 8,169,147 Souls  |
| 2020 | 8 041 868 Souls  |
| 2021 | 4 785 886 Souls  |

Source: Tourism and Creative Economy Office of West Sumatra Province

From the table above, it can be seen that West Sumatra has potential in the tourism sector. Local and foreign tourists can find religious tourism, culinary tourism, shopping tourism, educational tourism, cultural tourism and nature tourism when visiting West Sumatra. Nature tourism is divided into two, namely nature reserve tourism and marine tourism. One of the marine tourism that West Sumatra relies on is located in Padang City.

Pamutusan Island is located in Bungus Teluk Kabung, Padang, West Sumatra. To reach this island, travelers need to drive to the Bungus area for approximately one hour from Padang city center. From Bungus, travelers can rent a motorboat to go along the sea coast for about 30 minutes. The island's facilities are also quite complete, ranging from public toilets, bathrooms, gazebos to tree houses. Pamutusan Island has an elongated shape with an area of approximately eight hectares. The island merges with the mainland of Bungus Teluk Kabung's expansive south coast. In the middle of it, there is a small white sandy beach that is usually used as a gathering place for tourists. At first glance, there seems to be nothing special about this island and beach. But when the tide is high, the white sandy beach is inundated until it is no longer visible. The long mainland of Pamutusan Island seems to be split into two. This unique phenomenon eventually inspired the name Pamutusan which means cut off in the Minang language.

There are many activities that can be done while on pamutusan island. One of them is *snorkeling*. The underwater scenery on this island is indeed a pity to miss. During the dive, visitors are presented with the charm of colorful fish that are busy swimming in and out of coral reefs. To rent *snorkeling* equipment, visitors only need to spend Rp. 20,000. After diving, visitors can sit on a wooden pier that extends from the edge of the beach to the middle of the sea. From the top of the pier, visitors can see fish swimming thanks to the very clear water. The fun on Pamutusan Island doesn't end here. The island has an interesting landscape, with a beach in the middle and rocky hills on the edge. After playing on the beach, visitors can *hike* to the top of the hill. From the top of the hill, the beauty of Pamutusan Island with its white sand and blue water can be clearly seen. Coupled with the green trees that complement this view, anyone would be reluctant to leave this island quickly and will return to this island because of its quite extraordinary beauty.

According to [1], expressing customer satisfaction is a customer feeling in response to goods or services that have been consumed. Meanwhile, according to [2], stating customer satisfaction is an evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services. Meanwhile, [3] conceptualizes customer satisfaction as a feeling that arises as an output of the assessment of the experience of using a product or service. Based on several definitions from the experts above, it can be concluded that customer satisfaction is the result of a comparison between expectations and performance obtained in using a product or service. On pamutusan island, there are still many tourists who are less satisfied with the services provided.

From the results of the author's visit with friends to Pamutusan Island, it is said that there is a mismatch of expectations where on this island there are only 3 bathrooms that can be used for men and women, because of this limitation, many tourists queue to enter the bathroom when the island is full during long holidays and *weekends*. Based on the results of the author's visit with friends to Pamutusan Island, the author decided not to return to the island again on vacation, and later when he got home the author would tell how the experience on Pamutusan Island and would not recommend this tourist spot to family and friends either at home or at the office.

## 2. METHOD

The purpose of this study is to analyze how tourist satisfaction on Pamutusan Island and analyze how customer satisfaction at Pamutusan Island tourist attraction. The benefits to be obtained from this research are that this research can be a guideline that can be applied by the government and the surrounding community, especially the banana river and pinang river areas in developing tourism in this area, so that in the future Pamutusan Island will be the choice of tourists in visiting this will have a very positive impact on the economic welfare of local residents. The location of this research is Pamutusan Island, Sungai Pinang Street, Koto XI Tarusan, Pesisir Selatan Regency, West Sumatra. This type of research is a type of descriptive research with quantitative data.

The data collection technique used is indirect communication through the distribution of questionnaires or questionnaires which include Sugiono [16]. The population in this study is the number of visitors who come to Pamutusan Island taken from the last number of visitors (2022) of 10,545 visitors. The sample in this study was taken from the total population of Pamutusan Island visitors in 2022 of 10,545 visitors. A sample that is too small can cause the research to not be able to describe the true condition of the population. Conversely, a sample that is too large can result in waste of research costs. This research will be conducted using the google form platform as a medium for distributing questionnaires to 100 respondents who will be developed as data collection instruments.

## 3. RESULT AND DISCUSSION

Pamutusan Island is located in Bungus Teluk Kabung, Padang, West Sumatra. The island only spans an area of 8 hectares. To reach the island, travelers need to drive to the Bungus area for approximately one hour from Padang city center. From Bungus, travelers can rent a motorboat to explore the coast for about 30 minutes. Pamutusan Island has an elongated shape with an area of approximately eight hectares. The island merges with the mainland of the southern coast of Bungus Teluk Kabung which stretches wide. In the middle, there is a small white sandy beach that is usually used as a gathering place for tourists. At first glance, there seems to be nothing special about this island and beach. But when the tide is high, the white sandy beach is inundated until it is no longer visible. The long mainland of Pamutusan Island seems to be split into two. This unique phenomenon eventually inspired the name Pamutusan which means cut off in the Minang language.

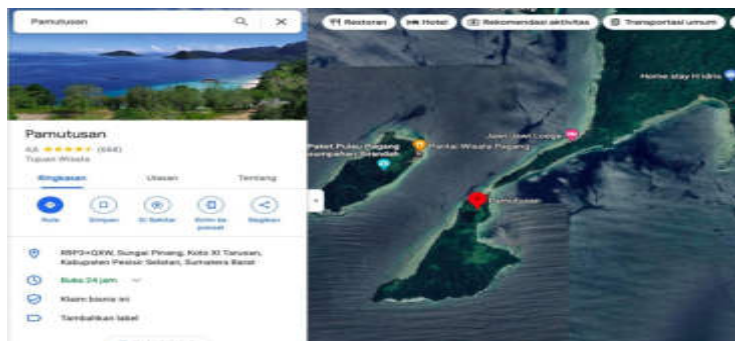


Figure 1. Map of Pamutusan Island  
Source: Official website of Pamutusan Island

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#### Data Description of Tourist Satisfaction Variables

The tourist satisfaction variable consists of 15 question items that have been tested for validity and reliability. The data obtained from the research results on the tourist satisfaction variable for visitors to Pamutusan Island can be seen in the following table:

Table 2. Statistical Data of Pamutusan Island

| Traveler Satisfaction |         |        |
|-----------------------|---------|--------|
| N                     | Valid   | 100    |
|                       | Missing | 0      |
| Mean                  |         | 43.38  |
| Std. Error of Mean    |         | .772   |
| Median                |         | 44.00  |
| Mode                  |         | 45     |
| Std. Deviation        |         | 7.716  |
| Variance              |         | 59.531 |
| Range                 |         | 41     |
| Minimum               |         | 19     |
| Maximum               |         | 60     |
| Sum                   |         | 4338   |

In the table above, it is known that the research results of the Traveler Satisfaction variable from respondents' answers show the lowest score (*minimum*) 19 and the highest score (*maximum*) 60. Based on the distribution of these scores, the average value (*mean*) is 43.38, the *median* score is 44.00, the score often appears (*mode*) 45.00, the *standard deviation* is 7.716, *range* 41, and *variance* 59.531. Furthermore, the classification of respondents' achievement scores is presented to describe the assessment category of the research results in the following table:

Table 3. Descriptive and Tourist Satisfaction Variables

| Criteria       | Interval Limit | Frequency | %   |
|----------------|----------------|-----------|-----|
| Very Satisfied | 3,26 - 4,00    | 19        | 19% |

|                   |                    |           |            |
|-------------------|--------------------|-----------|------------|
| <b>Satisfied</b>  | <b>2,51 - 3,25</b> | <b>65</b> | <b>65%</b> |
| Not Satisfied     | 1,76 - 2,50        | 12        | 12%        |
| Very Dissatisfied | 1,00 -1,75         | 4         | 4%         |

In the table above, it can be seen that the Tourist Satisfaction variable is 19% of respondents in the very satisfied category, 65% of respondents in the satisfied category, 12% of respondents in the dissatisfied category, and 4% of respondents in the very dissatisfied category. The results of data processing show that Tourist Satisfaction on Pamutusan Island is in the satisfied category with a percentage of 65%.

### Expectation Conformance Indicator

Data on the Expectation Match indicator from respondents who have been processed with SPSS version 23 can be seen in the following table:

Table 4. Statistical Data of Expectation Conformity Indicator

| Expectation Match  |         |        |
|--------------------|---------|--------|
| N                  | Valid   | 100    |
|                    | Missing | 0      |
| Mean               |         | 17.66  |
| Std. Error of Mean |         | .325   |
| Median             |         | 18.00  |
| Mode               |         | 18     |
| Std. Deviation     |         | 3.251  |
| Variance           |         | 10.570 |
| Range              |         | 17     |
| Minimum            |         | 7      |
| Maximum            |         | 24     |
| Sum                |         | 1766   |

Based on the table, it is known that the results of the assessment on the Expectation Conformity indicator from the respondents' answers show the lowest score (*minimum*) 7 and the highest score (*maximum*) 24. Based on the distribution of these scores, the average value (*mean*) is 17.66, the *median* score is 18.00, the score that often appears (*mode*) 18, the *standard deviation* (*standard deviation*) 3.251, *range* 17, and *variance* 10,570.

Furthermore, the classification of respondents' achievement scores to describe the assessment category of the research results in the following table:

Table 5. Description of data on Expectation Conformity indicators

| Criteria          | Interval Limit     | Frequency  | %           |
|-------------------|--------------------|------------|-------------|
| Very Satisfied    | 3,26 - 4,00        | 24         | 24%         |
| <b>Satisfied</b>  | <b>2,51 - 3,25</b> | <b>58</b>  | <b>58%</b>  |
| Not Satisfied     | 1,76 - 2,50        | 15         | 15%         |
| Very Dissatisfied | 1,00 -1,75         | 3          | 3%          |
| <b>Total</b>      |                    | <b>100</b> | <b>100%</b> |

In the table above, it can be seen that the Expectation Conformity indicator as much as 24% is in the very satisfied category, respondents are in the satisfied category 58%, respondents are in the dissatisfied category 15%, and 3% of respondents are in the very dissatisfied category. The results of data processing show that the Conformity of Expectations on Pamutusan Island is in the satisfied category with a percentage of 58%.

### Indicator of Interest in Revisiting

Data on indicators of Interest in Revisiting from respondents who have been processed with SPSS version 23 can be seen in the following table:

Table 6. Statistical Data of Interest in Revisiting Indicators Interest in Revisiting

| N | Valid | 100 |
|---|-------|-----|
|---|-------|-----|

|                    |       |
|--------------------|-------|
| Missing            | 0     |
| Mean               | 11.20 |
| Std. Error of Mean | .237  |
| Median             | 11.00 |
| Mode               | 12    |
| Std. Deviation     | 2.366 |
| Variance           | 5.596 |
| Range              | 12    |
| Minimum            | 4     |
| Maximum            | 16    |
| Sum                | 1120  |

Based on the table, it is known that the results of the assessment on the indicator of Interest in Revisiting from the respondents' answers show the lowest score (*minimum*) 4 and the highest score (*maximum*) 16. Based on the distribution of these scores, the average value (*mean*) is 11.20, the middle score (*median*) is 11.00, the score that often appears (*mode*) 12, the *standard deviation (standard deviation)* 2.366, *range* 12 and *variance* 5.596.

Furthermore, the classification of respondents' achievement scores to describe the assessment category of the research results in the following table:

Table 7 Description of data on indicators of Interest in Revisiting

| Criteria          | Interval Limit     | Frequency  | %           |
|-------------------|--------------------|------------|-------------|
| Very Satisfied    | 3,26 - 4,00        | 15         | 15%         |
| <b>Satisfied</b>  | <b>2,51 - 3,25</b> | <b>48</b>  | <b>48%</b>  |
| Not Satisfied     | 1,76 - 2,50        | 32         | 32%         |
| Very Dissatisfied | 1,00 -1,75         | 5          | 5%          |
| <b>Total</b>      |                    | <b>100</b> | <b>100%</b> |

In the table above, it can be seen that the indicator of Returning Interest is 15% in the very satisfied category, 48% of respondents are in the satisfied category, 32% of respondents are in the dissatisfied category, and 5% of respondents are in the very dissatisfied category. The results of data processing show that the Interest in Revisiting Pamutusan Island is in the satisfied category with a percentage of 48%.

#### Willingness to Recommend Indicator

Data on indicators of Interest in Revisiting from respondents who have been processed with SPSS version 23 can be seen in the following table:

Table 8. Statistical Data on Willingness to Recommend Indicator Willingness to Recommend

|                    |         |       |
|--------------------|---------|-------|
| N                  | Valid   | 100   |
|                    | Missing | 0     |
| Mean               |         | 14.52 |
| Std. Error of Mean |         | .302  |
| Median             |         | 15.00 |
| Mode               |         | 15    |
| Std. Deviation     |         | 3.020 |
| Variance           |         |       |
| Range              |         |       |
| Minimum            |         |       |
| Maximum            |         |       |
| Sum                |         |       |

Based on the table, it is known that the results of the assessment on the Willingness to Recommend indicator from the respondents' answers show the lowest score (*minimum*) 5 and the highest score (*maximum*) 20. Based on the distribution of these scores, the average value (*mean*) is 14.52, the *median score* is 15.00, the score that often appears (*mode*) 15, the *standard deviation (standard deviation)* 3.020, *range* 15 and *variance* 9.121.

Furthermore, the classification of respondents' achievement scores to describe the assessment category of the research results in the following table:

Table 9. Description of data on Willingness to Recommend indicators

| Criteria          | Interval Limit     | Frequency  | %           |
|-------------------|--------------------|------------|-------------|
| Very Satisfied    | 3,26 - 4,00        | 18         | 18%         |
| <b>Satisfied</b>  | <b>2,51 - 3,25</b> | <b>64</b>  | <b>64%</b>  |
| Not Satisfied     | 1,76 - 2,50        | 12         | 12%         |
| Very Dissatisfied | 1,00 - 1,75        | 6          | 6%          |
| <b>Total</b>      |                    | <b>100</b> | <b>100%</b> |

In the table above, it can be seen that the Willingness to Recommend indicator as many as 18% are in the very satisfied category, respondents are in the 64% satisfied category, respondents are in the 12% dissatisfied category, and 6% of respondents are in the very dissatisfied category. The results of data processing show that the Willingness to Recommend Interest on Pamutusan Island is in the satisfied category with a percentage of 64%.

#### 4. CONCLUSION

Based on the results of the research and analysis that has been carried out, it can then be concluded that the results of the research "Analysis of Tourist Satisfaction on Pamutusan Island, Padang City" are that 65% of tourists are satisfied with the services provided by the manager on Pamutusan Island.

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