


Analysis of millennial tourist satisfaction on Pasumpahan Island city of Padang

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Article Info	ABSTRACT
<p>Keywords: Satisfaction, Millennial Tourist Satisfaction, Pasumpahan Island</p>	<p>Pasumpahan Island is an island with white sand and a clear sea, interesting photo spots, and beautiful views from the top of the hill, making Pasumpahan Island attractive to tourists. Pasumpahan Island is currently being developed as a leading tourist attraction in West Sumatra Province and can help of the people earn more money in Sungai Pisang Village. From observation data and visits made by the author, it was found that there were visitors who felt dissatisfied when visiting Pasumpahan Island. They are dissatisfied with the lack of the bathrooms availability and the quality of the water. Analysis is the study's main goal millennial tourism satisfaction on Pasumpahan Island, Padang City. This type of research is a sort of quantitative descriptive research. data sources that are used for both primary and secondary data. Purposive sampling was utilized as the sampling technique in this study, with a total sample size of 100 respondents, and the millennial generation as the respondent criteria based on the age group above 19–41 years. Regarding the results of a questionnaire using a Likert scale, it shows that the analysis of millennial tourism satisfaction on Pasumpahan Island, Padang City, seen from the indicators of achieving tourists' desires according to expectations, has a percentage of 74%, which is at the interval limit of 1.76-250, namely the dissatisfied category, while the indicator of willingness to give to Pasumpahan Island, Padang City, has a percentage of 80%, namely at the interval limit of 2.5–3.25, it is in the satisfied category. Furthermore, the indicator of interest in returning to Pasumpahan Island, Padang City, has a percentage of 54% at the interval limit of 1.76-250, namely the dissatisfied category.</p>
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INTRODUCTION

West Sumatra has a capital city, Padang. This city functions as a link between Indonesia and the Indian Ocean on the western side. With an area of 694.96 km, the administrative area is surrounded by hills and borders the sea. The city of Padang is famous for marine tourism because of its location on the beach. According to data from the West Sumatra Province Tourism Office:

Table 1. Visitation Statistics in West Sumatra

Tahun	Jumlah Kunjungan
2019	8.169.147 Jiwa
2020	8 041 868 Jiwa
2021	4 785 886 Jiwa

Source: West Sumatra Province Tourism and Creative Economy Department

From Table 1, it shows that West Sumatra has potential in the tourism sector. Local and foreign tourists can find religious tourism, culinary tourism, shopping, education, culture and nature when visiting West Sumatra. Nature tourism is divided into two, namely nature reserve tourism and marine tourism. Padang City has Pasumpahan Island, which is one of the best marine tourism destinations in West Sumatra.

Pasumpahan Island is in the Kabung Bay area of Padang City, West Sumatra Province. To reach Pasumpahan Island from the center of Padang City, the land journey takes approximately \pm 2 hours and the sea journey takes approximately \pm 15 minutes from Sungai Pisang village. To reach Pasumpahan Island, visitors must go to the Bungus Teluk Kabung sub-district first, then enter the T-junction at Sungai Pisang village. Tourist boats connect the Pisang River to Pasumpahan Island, which costs IDR 50,000 PP per person. Pasumpahan Island is famous for its stretch of white sand with clear sea, interesting photo spots, and beautiful views from the top of the hill. The area of the island is more than five hectares. Now Pasumpahan Island has become a major tourist destination in West Sumatra province because it can increase the income of the people of Sungai Pisang village.

According to Irawan H. (2021), the expression of customer satisfaction is the feeling shown by consumers in response to the goods or services they have used. The factor of satisfaction arises because tourists achieve their desires in accordance with their expectations. Tourists recommend Pasumpahan Island to other people to visit and are interested in visiting. Return to Persumpahan Island. Return.

From observation and visit data carried out by the author's, it was still found that there were visitors who felt dissatisfied when visiting Pasumpahan Island, this can be seen from the lack of food stalls available, tourists cannot enjoy the beach view because the beach area is not clean, and tourists feel dissatisfied because the water in the bathroom is not clean and the bathroom is inadequate.

METHODS

Pasumpahan Island where this research was conducted is in Kabung Bay, Padang City, West Sumatra. This type of research is descriptive using quantitative data. Sugiyono (2015) states that "descriptive research is research that aims to determine the value of independent variables, either only on one variable or more (stand-alone variables) where the researcher does not make comparisons with other variables." This research was conducted to show, see and reveal how satisfied millennial tourists are on Persumpahan Island, Padang City. This research uses one variable, namely the satisfaction of Millennial tourists.

The data used consists of primary and secondary data, and the data collection method used is a questionnaire (Sugiyono, 2013). There are three indicators and fifteen statement items which are assessed using a Likert Scale. In this research, samples were taken using a purposive sampling method. This method for collecting samples uses special considerations to determine whether the sample has knowledge and abilities about the problem (Sugiyono, 2004), with the respondent criteria being the millennial generation based on the age group above 19-41 years. According to William Strauss and Neil Howe (2000), millennials are defined as children born between 1982 and 2004.

This research uses 10,630 visitors to Pasumpahan Island in 2022 as a sample. Sugiyono (2015) stated that both the number and characteristics of the population included the sample. This method calculates the number of samples using the Slovin formula in Sugiono (2015), with a tolerance limit of 10%, as follows:

$$n = \frac{N}{1 + Ne^2}$$
$$n = \frac{10630}{1 + 10630 (0,10)^2}$$
$$n = \frac{10630}{10631 \times 0,01}$$
$$n = 99,99 = 100 \text{ Sample}$$

Information :

N = Minimum sample size

N = Population

e = Margin error

This research will be conducted using the Google Form platform as a medium for distributing questionnaires to 100 respondents which will be developed as a data collection instrument. Descriptive analysis is used to analyze the data. This is done to see the general distribution of data frequencies. These include maximum and minimum values, as well as the mean, median, standard deviation, and level of achievement of the respondent. The Sudjana formula (1991: 131) is used to calculate the percentage and level of achievement of respondents on each indicator. used

$$P = \frac{F}{N} \times 100\%$$

Information:

P = the percentage or figure obtained

F = the frequency or number of respondents who voted

N = the number of research samples

100% = a fixed number

There were four categories of responses: excellent, good, fair, and poor for interpreting the data. Dasrianto proposed the following formula, quoted by Ramadhona (2010: 46), to determine the value interval:

$$P = \frac{\text{Range}}{\text{Many Classes}}$$

Information:

Many classes are the number of interval classes, with the range calculated from the highest to the lowest score.

$$P = \frac{4-1}{4} = 0,75$$

The lowest interval values, or less, are as follows:

$$\begin{aligned} &= \text{lowest score} + P \\ &= 1 + 0.75 \\ &= 1.75 \end{aligned}$$

Information:

P is the percentage or figure obtained,

F is the frequency or number of respondents selected,

N is the number of research samples

100% is a fixed amount.

So the lowest interval is 1 to 1.75. The sufficient interval value is $(1.75 + 0.01)$ to $(1.75 + 0.75) = 1.76$ to 2.50.

A good interval value is $(2.50 + 0.01)$ to $(2.50 + 0.75) = 2.51$ to 3.25.

A very good interval value is $(3.25 + 0.01)$ to $(3.25 + 0.75) = 3.26$ –4.00.

Below are the results of calculating the interval limit prices and option categories shown in Table 2:

Table 2. Interval Limits and Choice Categories

Tahun	Jumlah Kunjungan
2019	8.169.147 Jiwa
2020	8 041 868 Jiwa
2021	4 785 886 Jiwa

Source: Author's Processed Data, 2023

RESULTS AND DISCUSSION

Location Overview

Pasumpahan Island is in Kabung Bay, Padang City, West Sumatra. The land distance from the center of Padang City is ± 2 hours and the sea route from Sungai Pisang Village is ± 15 minutes. Pasumpahan Island was previously an island rented by the Sungai Banana community for the purpose of anchoring fishing boats when they were damaged to carry out repairs. Because along with the development of marine tourism in West Sumatra, especially the city of Padang. The community saw opportunities on Pasumpahan Island and then changed its function to become a tourist attraction.

Analysis of Millennial Tourism Satisfaction on Pasumpahan Island, Padang City

Respondent Characteristics

The respondents of this research were visitors from the millennial generation based on the age group above 19-41 years on Pasumpahan Island, totaling 100 respondents. The

results of the characteristics of respondents visiting Pasumpahan Island, Padang City can be presented in Table 3.

Table 3. Respondent Characteristics

Number	Criteria	Number of Respondents (F)	Percentage (%)
Gender			
1	Man	33	33
2	Woman	67	67
Amount		100	100
Age			
1	19-24	22	22
2	25-30	46	46
3	31-36	18	18
4	37-41	14	14
Amount		100	100
Level of education			
1	SMA/SMK	23	23
2	Diploma	42	42
3	D4/Bachelor	29	29
4	Magister	6	6
Amount		100	100
Travel Purpose			
1	Recreation	86	86
2	Visiting Friends	14	14
3	Business	0	0
Amount		100	100
Length of journey			
1	1-2 days	90	90
2	3-7 days	10	10
3	More than 7 days	0	0
Amount		100	100

Source: Author's Processed Data, 2023

Table 3 shows that tourists who visit Pasumpahan Island, if we look at the characteristics of age respondents, it can be concluded that tourists who visit Pasumpahan Island are millennial tourists because their age is dominated by those aged 25 to 30 years, where this age group is included in the millennial generation because they are born between 1982 and 2004.

The gender is dominated by women, this tends to be women who travel on Pasumpahan Island, Padang City. The level of education is dominated by work as a Diploma. Based on the characteristics of the respondents, it can be concluded that millennial tourists who visit Pasumpahan Island, Padang City. If seen from the aspect of the purpose of traveling, the majority are for recreation with the length of the trip ranging from

1 to 2 days, this is because the characteristics of the millennial generation are that they get bored easily, when facing the same problem for a long time.

Analysis and Discussion Results

a. Description of Millennial Tourist Satisfaction on Pasumpahan Island, Padang City

Data obtained from research results on Millennial tourist satisfaction variables for visitors to Pasumpahan Island, Table 4 shows the following:

Table 4. Analysis of Millennial Tourism Satisfaction on Pasumpahan Island, Padang City

Statement	Weight Mark	F	p	Interval Limits
Very Satisfied	4	0	0%	3,26 - 4,00
Satisfied	3	83	83%	2,51 - 3,25
Dissatisfied	2	16	16%	1,76 - 2,50
Very Dissatisfied	1	1	1%	1,00 -1,75
Amount		100	100%	

Source: Author's Processed Data, 2023

In Table 4, explained about the analysis of millennial tourist satisfaction on Pasumpahan Island, Padang City. The results of the questionnaire data showed that 83% said they were satisfied, 16% of respondents said they were dissatisfied, and 1% of them were very dissatisfied. The results of data processing show that Millennial Tourist Satisfaction on Pasumpahan Island is 83% and is between 2.51 and 3.25, which means they are in the satisfied category. Referring to Anderson and Mittal (2016), customer satisfaction comes from a comparison between customer expectations and reality regarding to a product or service with their perception of the product performance or service. The more positive this comparison, it is the higher the level of customer satisfaction. According to Irawan, H. (2021), Expressing of customer feelings about the goods or services that they consume is called customer satisfaction. The factor of arising the satisfaction because tourists achieve their desires in accordance with their expectations, and tourists recommend Pasumpahan Island to other people to visit it and they are interested to revisit to Pasumpahan Island.

Therefore, in the analysis of millennial tourist satisfaction on Pasumpahan Island, Padang City, with a percentage of 83% between the interval 2.51-3.25, it can be concluded that millennial tourists who visit Pasumpahan Island are satisfied. Judging from the feelings of millennial tourists in response to visit to Pasumpahan Island, Padang City.

b. Conformity to Expectations Indicator

Table 5. Analysis of Millennial Tourist Satisfaction with Conformity to Expectations on Pasumpahan Island, Padang City

Statement	Weight Mark	F	p	Interval Limits
Very Satisfied	4	9	9%	3,26 - 4,00
Satisfied	3	11	11%	2,51 - 3,25
Dissatisfied	2	74	74%	1,76 - 2,50
Very Dissatisfied	1	6	6%	1,00 -1,75
Amount		100	100%	

Source: Author's Processed Data, 2023

In table 5, explained about the analysis of millennial tourist satisfaction that can be seen from the indicators of conformity to expectations on Pasumpahan Island, Padang City. From the results of the questionnaire data, it showed that 9% said they were very satisfied, 11% of respondents said they were satisfied, 74% said they were dissatisfied, and 6% were very dissatisfied. From the results of data processing, it shows that millennial tourist satisfaction as seen from the indicator of conformity to expectations on Pasumpahan Island, Padang City has a percentage of 74% at the interval limit of 1.76-250, namely the dissatisfied category.

According to Oliver (2014), Conformity to expectations is a comparison between these expectations and the actual experience that has experienced by the customer. Conformity to expectations has a significant impact on customer perceptions of product or service quality. Based on observations and visitations have made by the author, it was found that there was a misconformity in the expectations of tourists visiting Pasumpahan Island, this can be seen from the lack of food stalls available, tourists cannot enjoy the beach view because the beach it is not clean, and tourists are not satisfied because the bathroom water is not clean and it is not enough availability of bathroom

Therefore, the indicator of conformity to expectations with a percentage of 74% is at the interval limit of 1.76-250, it can be concluded that the analysis of millennial tourist satisfaction regarding the conformity of expectations on Pasumpahan Island, Padang City is not in accordance with the expectations and actual experiences that has experienced by visitors.

c. Revisit Interest Indicator

Table 6. Analysis of Millennial Tourist Satisfaction with Revisit Interest on Pasumpahan Island, Padang City

Statement	Weight Mark	F	p	Interval Limits
Very Satisfied	4	5	5%	3,26 - 4,00
Satisfied	3	36	36%	2,51 - 3,25
Dissatisfied	2	54	54%	1,76 - 2,50
Very Dissatisfied	1	5	5%	1,00 -1,75
Amount		100	100%	

Source: Author's Processed Data, 2023

Table 6, explained about the analysis of millennial tourist satisfaction that can be seen from indicators of interest in returning to Persumpahan Island, Padang City. From the results of the questionnaire data, it shows that 5% said they were very satisfied, 36% of visitors said they were satisfied, while 54% said they were dissatisfied, and 5% of people who answered said they were very dissatisfied. From the findings of data processing, it shows that millennial tourist satisfaction can be seen from the indicator of interest in returning to Pasumpahan Island, Padang City has a percentage of 54%, which is at the interval limit of 1.76-250, namely the dissatisfied category.

According to Crompton, J.L (2013), Intention to Revisit Refers to a person's tendency or desire to return to visit a place or involve themselves in an activity after their experience. Interest in returning to visit is an important aspect in the tourism industry and cyberspace, because it can influence business sustainability and the development of tourism

destinations. Based on observations and visits have made by the author, it was found that there was a misconformity in the expectations of tourists visiting Pasumpahan Island which influenced their interest in revisiting to Pasumpahan Island.

Therefore, the indicator of interest in returning to visit with a percentage of 54% is at the interval limit of 1.76-250, it can be concluded that the Analysis of Millennial Tourism Satisfaction with Interest in returning to visit Pasumpahan City Island is very low because the misconformity in the expectations of tourists visiting Pasumpahan Island influences interest in revisiting to Pasumpahan Island.

d. Indicator of Willingness to Recommend

Table 7. Analysis of Millennial Tourist Satisfaction on Willingness to Recommend on Pasumpahan Island, Padang City

Statement	Weight Mark	F	p	Interval Limits
Very Satisfied	4	1	1%	3,26 - 4,00
Satisfied	3	80	80%	2,51 - 3,25
Dissatisfied	2	13	13%	1,76 - 2,50
Very Dissatisfied	1	6	6%	1,00 -1,75
Amount		100	100%	

Source: Author's Processed Data, 2023

Table 7 explained about the satisfaction of millennial tourists that can be seen from the willingness to recommend indicator on Persumpahan Island, Padang City. From the results of the questionnaire data, it shows that 1% stated that they were very satisfied, 80% of respondents stated that they were satisfied, 13% stated that they were dissatisfied, and 6% stated that they were very dissatisfied. The results of data processing show that millennial tourist satisfaction that can be seen from the willingness to recommend indicator on Pasumpahan Island has a percentage of 80%, which is between the interval 2.51-3.25, which means the satisfied category.

According to Indrasari, M. (2019), customer satisfaction, which is measured by asking whether the customer would recommend the goods or services to other people, it is known as willingness to recommend, such as friends, family, and others. Therefore, the Willingness to recommend indicator with a percentage of 80% is between the interval 2.51-3.25, it can be concluded that the analysis of millennial tourist satisfaction regarding the willingness to recommend Pasumpahan Island, Padang City, tourists are willing to recommend Pasumpahan Island to other people, such as friends. , family, and other people.

CONCLUSION

Based on the results of previously distributed questionnaires with a total of 100 respondents who were millennial tourists who visited Pasumpahan Island, Padang City. With 33% male respondents and 67% female respondents, the dominant respondents were 25-30 years old, namely 46%. Furthermore, education is dominated by work as a Diploma with the aim of traveling mostly for recreation with the length of the trip ranging from 1 to 2 days. The results of the questionnaire data obtained from 100 respondents

were then processed using percentages to draw conclusions. That in the analysis of millennial tourist satisfaction regarding willingness to recommend Pasumpahan Island, Padang City, this is the indicator with the highest percentage of 80%, which is between the interval 2.51-3.25, which means the satisfied category. This means that the analysis of millennial tourist satisfaction regarding the willingness to recommend Pasumpahan Island, Padang City, tourists are willing to recommend Pasumpahan Island to other people, such as friends, family and other people. Meanwhile, the analysis of millennial tourist satisfaction regarding the conformity of expectations on Pasumpahan Island, Padang City has a percentage of 74% at the interval limit of 1.76-250, namely the dissatisfied category. This means that the analysis of millennial tourist satisfaction regarding the suitability of expectations on Pasumpahan Island, Padang City is not in accordance with the expectations and experiences actually experienced by visitors. Furthermore, the analysis of millennial tourist satisfaction with their interest in visiting Pasumpahan Island, Padang City has a percentage of 54%, which is at the interval limit of 1.76-250, namely the dissatisfied category, which indicates the analysis of millennial tourist satisfaction with their interest in visiting Pasumpahan Island, Padang City. very low because the misconformity in the expectations of tourists visiting Pasumpahan Island influences their interest in revisiting to Pasumpahan Island. Based on the previous results and discussions, it can be concluded that the analysis of millennial tourist satisfaction on Pasumpahan Island, Padang City is very important to be analyzed because the factor of the tourist satisfaction that caused by achieving the tourist's desire that of their expectation and tourists recommend to other people to visit Pasumpahan Island and interested in revisiting to Pasumpahan Island.

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