

## Determinants of Tourist Satisfaction in Silokek Geopark Tourism

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### Abstract

This study aims to prove the effect of location, promotion, and facilities on tourist satisfaction. This study uses data collection methods by distributing questionnaires. The respondents of this study are the tourists who visited the Silokek Geopark tourism located in West Sumatra, Indonesia, with a total of 80 respondents. The data analysis method in this research is SEM-PLS. The hypotheses in this study were tested using analytical techniques, including *Measurement Model Assessment*, *Descriptive Analysis*, *R Square*, *Q Square* and *Structural Model Assessment*. From the test results, it can be concluded that the location and promotion have no effect on satisfaction at the Silokek Geopark tourist attraction, and facilities positively affect satisfaction at the Silokek Geopark tourist attraction.

**Keywords:** tourist; location; facilities; promotion; satisfaction

Received: January, 14<sup>th</sup>, 2023

Revised: January, 16<sup>th</sup>, 2023

Accepted: January, 17<sup>th</sup>, 2023

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### Introduction

In this globalization era, it has penetrated all sectors of human life. No exception in the economic sector, which must also be demanded to keep up with the times to keep up with the wishes of consumers who are increasingly following the times, the industrial sector, especially in the service sector, has become one of the business industries sectors that has competition in the modern era. In this sophisticated era, the business industry faces a competitive atmosphere. No exception, businesses participating in the tourism sector also feel the atmosphere. According to (Yoeti, 2006), compared to other economic sectors, tourism shows a stable development and even tends to increase every year. Also, tourism plays a significant role in Indonesia's financial contribution (Yuliviona et al., 2019)

The tourism sector is the most important to increase a country's development.

Tourism is the reason for the development of a country and absorbs the workforce so that development is carried out. The tourism sector is one of the priorities for regional development (provincial and district), agencies under the ministry of tourism, post and telecommunications usually have more robust access to the central government, or international agencies can function as a vocal organizations to support tourism (Usman,2010). West Sumatra is one of the provinces in Indonesia with a lot of beautiful tourism potential. It is loaded with nature tourism, cultural tourism, and culinary tourism. One of the regencies in West Sumatra with a lot of tourism potential is Sijunjung Regency. One of the attractions in Sijunjung Regency is the Silokek Geopark.

Silokekor, better known as the Silokek Geopark, was inaugurated on February 8th, 2018. The location of this tourist area is about 145 kilometres or four hours by road from the city of Padang, Indonesia, and 20 km or 45 minutes from downtown Muaro Sijunjung. Along this area, tourists can enjoy natural beauty such as; stunning whites and beach atmosphere, stunning panoramic beauty of rock-lined canyons, cave tours (ngalau), enchanting orchid gardens, rock climbing, whitewater rafting, Lukahan waterfalls, hot springs and cultural tours of Japanese steam locomotives. The geological character that stands out in Silokek is the presence of old rocks that are 359 million years old. It consists of Karst, Sedimentary Rock, Metamorphic Rock and Granite intrusion. The caves are formed as a result of groundwater intrusion on the karst.

Although the Silokek Geopark has only been inaugurated and has only been running for the last few years, there are already many visitors to Silokek Geopark tourism; because of advances in information technology, it is easy for people to find out. However, Silokek Sijunjung Geopark also has many shortcomings. Silokek Sijunjung Geopark still lacks public facilities such as road health services, large vehicles such as buses cannot enter, and roads are often broken due to landslides when it rains. Moreover, the lack of places to sit at tourist attractions and sites is still dirty.

In addition, there are no rules that regulate how to manage the Silokek Geopark, such as the rules about handling these tourist attractions. Rules about entrance fees to tourism areas, parking areas and other regulations unsatisfied tourists because it was not professional (pre survey, 2021). Until now, most of these tourist attractions are still managed by residents.

(Lutfi et al., 2019) concluded that satisfaction became a primary factor that increased the number of tourists to Pantai Tiram Pariaman (Therefore, clear rules are needed from related parties regarding tourism at the Silokek Nagari Sijunjung Geopark by the local government and the community to improve tourist satisfaction.

### **Literature Review Visitor Satisfaction**

The *area* in performance produced by the product against buyer expectations (Kotler,2009). Bowie & Chang (2005) concluded that visitor expectations, previous experiences, visitor behavior during the tour, perception of equality, and unexpected events determine visitor satisfaction. Visitor satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perception or impression of a product's performance (results) and his expectations. As explained in the definition above, satisfaction is a function of perceptions or beliefs of performance and expectations. Below expectations, the customer is not satisfied, if the arrangement meets expectations, the customer is satisfied.

### **Location**

The journal (Afifudin, 2016) states that place (place) or location, namely various company activities, make the products produced or sold affordable and available to the target market. Location is the planning and implementation of a product or service distribution program through the right area or location (Levy & Weitz, 2007). Location is a company activity that makes products available to target customers (Kotler & Armstrong, 2012).

### **Facilities Tourist**

Facilities are everything intentionally provided by service providers to be used and enjoyed by consumers to provide maximum satisfaction. Tourist facilities mean all facilities whose benefits meet the needs of tourists who stay temporarily in the tourist destinations they visit, where they can relax, enjoy and participate in the activities available in the tourist destinations (Yoeti,2003). In the journal (Wulandari, 2016), facilities provide physical equipment to provide convenience to guests in carrying out activities so that visitors' needs can be met during travelling activities.

### **Promotion**

According to (Tjiptono Fandy, 2008), promotion is a marketing activity in which companies disseminate information, influence or persuade, and remind the target market of the company.

its products to be willing to accept, buy and be loyal to the products offered by the company concerned. Meanwhile, according to (Cannon,2008), promotion is communicating Information between sellers and potential buyers or other people influences attitudes and behaviour.

- H1: Location has a positive effect on visitor satisfaction of Silokek Geopark
- H2: Tourism facilities have a positive effect on visitor satisfaction of Silokek Geopark
- H3: Promotion has a positive effect on visitor satisfaction with Silokek Geopark

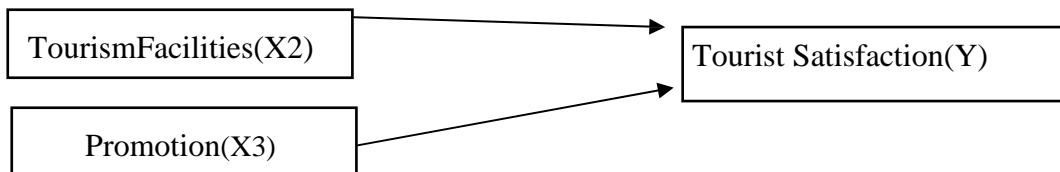


Figure 1: Conceptual framework of the current study

Table 1 Profile of Respondents

Information	Total	Percentage(%)
Gender		
Male	39	48.8
Female	41	51.2
Age		
17-27	55	68.8
28-38	18	22.5
39-49	7	8.8
50-60	-	-
Last education		
Elementary school	-	-
Junior high school	6	7.5
Senior High School	44	55
Diploma	14	17.5
Bachelor Degree	15	18.8
Master Degree	1	1.2
Doctoral Degree	-	-
occupation		
Civil servant	7	8.8
TNI/POLRI	3	3.8
BUMN/BUMD employee	1	1.3
Private Employees	13	16.3
Entrepreneurs	5	6.3
Lecturers/ Teachers (non-PNS)	2	2.5

Traders	7	8.7
Farmers	4	5
Fishermen	-	-
Students	37	46.3
Housewives	1	1, 2
Other;other(specify)	-	-
Domicile		
ofSijunjung Regency	58	72.5
Regencies/cities in WestSumatra	22	27.5
OutsideWest Sumatra	-	-

After the respondent's profile has been tested for the research instrument, the validity test obtained from the tool used is 18 items can be obtained that the valid items as many as 14 items. It can be seen based on the Outer Loading >0.70. From the results of the explanation, it can be explained that

the location variable has a number of instruments five, only 2 are valid, tourist facilities with a total of 5 valid items overall, promotions with a total of 4 valid items and visitor satisfaction with several 4 valid items only 3, from the valid results.

Table2. ValidityTest of

	Location	FaillitiesTourist	PromotionTourism	SatisfactionVisitor
L2	0.908			
L4	0.948			
FW1		0.836		
FW2		0.874		
FW3		0.892		
FW4		0.864		
FW5		0.854		
PW1			0.747	
PW2			0.852	
PW3			0.890	
PW4			0.823	
KP2				0.904
KP3				0.946
KP4				0.910

The Cronbach's Alpha is > 0.70, Composite Reliability > 0.70, and AverageVariance Extracted > 0.50.

Table3 Results of Reliability Testing forResearchVariables

	Cronbach'sAlpha	Composite Reliability	AverageVariance Extracted
Location	0.842	0.926	0.862Tourist
Facilities	0.915	0.936	0.747
TourismPromotion	0.853	0.898	0.688
VisitorSatisfaction	0.909	0.943	0.846

**Hypothesis Testing**

A hypothesis test is carried out to see whether the

proposed hypothesis is acceptable. It is done by looking at the output path coefficient in this study. The conditions for accepting or not a hypothesis

are T Statistics >1.96 and P Value >0.05. The following are the results of hypothesis testing in Table 4

Table 4 Hypothesis Testing

Original sample(O)	Sample Mean(M)	Standard Devition( STDVE)	T Statistics( O/ STDVE )	P Values	Results	
Location (X1) > visitor satisfaction	0.022	0.024	0.119	0.184	0.854	Rejected
Tourist facilities (X2) >visitorsatisfaction	0.639	0.631	0.123	5.205	0.000	Accepted
Tourism promotion (X3) >visitorsatisfaction	0.126	0.141	0.102	1,240	0.215	Rejected

It can be explained from the results of testing the hypothesis of this study that the location variable shows a path coefficient value of 0.022 with a T statistic value of 0.184 and a P Value of 0.854. This indicates that T-Statistic of the Location<1.96 and the P-value of the Location>0.05, which means that the location does not affect visitor satisfaction. Based on the results of the first hypothesis test, it was concluded. This research item is the same as the research conducted by (Iskandarsyah & Utami,2017) entitled 'The Effect of Price, Location and Facilities on Consumer Satisfaction in Cheap Housing At Hadrah Property' which states that location does not affect consumer satisfaction. That location did not affect visitor satisfaction at the Silokek Geopark tourist attraction. Thus, H1 is rejected.

The tourism facility shows a path coefficient value of 0.639 with a T-statistical value of 5.205 and a P-value of 0.000. This indicates that the T-statistical value of tourist facilities is>1.96, and the P-value of tourist facilities <0.05, which means tourist facilities positively affect visitor satisfaction. Based on the results of the second hypothesis test, it is concluded that tourist facilities positively affect visitor satisfaction at the Silokek Geopark tourist attraction. **Therefore, H2 is accepted.** This research item is consistent with previous research conducted by Fajrin (2021) with the research title 'Effect of

Facilities and Locations on Satisfaction and Interest in Revisiting Muara Takus Temple Tourists' which states that the facility variable has a positive and significant effect on visitor satisfaction.

The promotion variable shows a path coefficient value of 0.126 with a T-Statistic value of 1.240 and a P-value of 0.215. This indicates that the T statistic value of the promotion < 1.96 and the P value of the online customer experience > 0.05, which means that the promotion does not affect the satisfaction of visitors to the Silokek Geopark tourist attraction. Based on the study's results, it was stated that promotion did not affect visitor satisfaction at the Silokek Geopark tourist attraction. **Therefore, H3 is rejected.** This research item is consistent with the research conducted by Dahliani & Ahwal (2021), which states that promotion has no effect on customer satisfaction at Gieselin Food Sukser Prosperous in Jember.

**CONCLUSION**

Based on the results of the analysis of the current research, the following conclusions can be drawn as follows:

1. Location does not affect visitor satisfaction at the Silokek Geopark tourist attraction
2. Tourist facilities positively affect visitor satisfaction at the Silokek Geopark tourist attraction.
3. Tourism promotion does not affect

visitor satisfaction at the Silokek Geopark tourist attraction.

*Professional Care, dan Etika terhadap Kualitas Audit.*

## SUGGESTIONS

For the manager of the Silokek Geopark tourism, based on the TCR distribution on the location variable is good enough but still needs to be improved. This could be done by continuous repair of the roads of the Silokek Geopark tourist attraction so that visitors to the tourist attraction feel satisfied.

For the manager of Silokek Geopark tourism, based on the distribution of TCR on the tourism promotion variable, it is good enough but still needs to be improved. This is done by continuous promotion on social media and print media so that more people know about the Silokek Geopark tourist attraction.

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