An Analysis of Tourism Facilities and Services Influencing Tourist Satisfaction in Indonesia Tourism

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Abstract

This research reflects the level of satisfaction among customers within Indonesia's tourism sector, especially in Bali, a globally renowned island destination. Key elements affecting the satisfaction of tourists in Indonesia include tourism facilities, tourist information, and tourism infrastructure. The aim of this research is to recognize and gather empirical evidence to draw conclusions regarding the satisfaction of foreign tourists. The research method is a descriptive quantitative approach with a sample size of 250 individuals. Data is collected through observation and a questionnaire survey. Analysis involves multiple linear regression analysis, hypothesis testing, and the determination coefficient method using SPSS 26. The findings indicate that tourism facilities, tourist information, and tourism infrastructure collectively contribute to a 90.4% influence on the satisfaction of foreign tourists. A segment of the research shows tourism facilities have no influence on tourist satisfaction and the significant positive influence of tourist information and tourism infrastructure on tourist satisfaction. Hence, it is essential to enhance and maintain these facilities.

Keywords	*Facilities, Indonesia Tourism, Satisfaction, Services, Tourists*

INTRODUCTION

In the context of the tourism economy, each visitor plays a crucial role in assessing overall tourist satisfaction. To determine the effectiveness of a tourism industry, one can gauge it by the level of satisfaction among tourists. The satisfaction of tourists with the provided services hinges on the comparison between their perceived experience and the expectations they had before utilizing the service. If the actual experience surpasses their initial expectations, it indicates exceptional quality in the service, resulting in a notably high level of satisfaction. Conversely, if the experience aligns with their expectations, it signifies that the consumer is satisfied.

Indonesia, renowned for its natural beauty and cultural diversity, necessitates a boost in its tourism sector. The tourism industry in Indonesia is not only lucrative but also serves as a significant source of foreign exchange for the country. It has evolved into a strategic tool for governments to enhance Indonesia tourism potential and is instrumental in the development and enhancement of national infrastructure. Providing robust infrastructure and ensuring the safety of tourists can attract a larger number of visitors to a country (Anissa, D. W. 2019). The profound impact of tourism on economic growth is evident through its contributions to currency and national taxes. According to World Economic Forum (2022), Indonesia Travel and Tourism Competitiveness Index (TTCI) has climbed to the 32nd position from 44th in the previous year, marking a rise of 12 places among the 117 countries. Within the Asia-Pacific region, Indonesia's tourism industry has achieved a notable position in the top 10, securing the 8th rank. Additionally, in Southeast Asia, Indonesia holds a prestigious position, surpassing neighboring countries like Thailand and Malaysia.

According to Central Bureau of statistics (2023), number of foreign tourist visits Indonesia by nationality (People) in 2022 is 5,889,031 increases to 11,677,825 in 2023. Waluyo (2007) emphasizes the need for endeavors to enhance the flow of foreign visitors, including improvements in tourism infrastructure, information and communication technology infrastructure, health services, and accessibility factors such as connectivity, seating capacity, and direct flights. Regarding regulations, the government has introduced significant measures, including the implementation of short-term visa-free visits for Australia, Japan, South Korea, China, and Russia in 2015.

To sum up, today's international tourism marketing encourages countries to meet the needs of tourists and keep up with the technological development needed by tourists. This is because developed and developing countries do attract not only foreign tourists, but also investors from developing enterprises. The purpose of this research is to know the influence of tourism facilities and services on tourist satisfaction in Indonesia, to determine the impact of tourism facilities on tourist satisfaction in Indonesia, to understand the influence of tourist information on tourist satisfaction in Indonesia, and to explore the impact of tourism infrastructure on tourist satisfaction in Indonesia. Additionally, the study aims to examine the simultaneous influence of tourism facilities, tourist information, and tourism infrastructure on tourist satisfaction in Indonesia.

LITERATURE REVIEW
Tourism

According to Wahab (2003:5), tourism represents a modern form of industry with the potential for swift economic development by generating employment opportunities, income, and improving the standard of living. Additionally, it can stimulate various production sectors in countries that attract tourists. Tourism plays a significant role in driving economic development by fostering the growth of the national economic sector.

Facilities and Services

According to Oka. A. Yoeti (1997), the tourist facilities and services referred to encompass all the necessary amenities required in the development of a tourist destination. These amenities comprise tour and travel operations, also known as welcome services, such as restaurants and diverse eating establishments, shops vending handicrafts and souvenirs, banks, currency exchange services, tourist information centers, health service facilities, safety provisions (police and fire stations), security personnel, cautionary signs, and entry and exit travel amenities.

Tourist Satisfaction

The theory of tourist satisfaction (Oliver, Richard L., 1997) is derived from the customer satisfaction theory rooted in the disconfirmation paradigm. According to this framework, customer satisfaction hinges on the interplay of two variables (a) the expectation before purchase and (b) the perception after purchase, that is, the expectation belief in the product's value and the absence of product confirmation.

Relationship between Variables

The relationship between variables can be described as follows:

1. Availability of Facilities for Tourist Satisfaction

According to Ivyanno and Nila et al. (2013), the study underscores the significant role of facility quality in enhancing tourist satisfaction within the global tourism industry, firmly supporting the positive correlation between tourism product composition and tourist satisfaction.

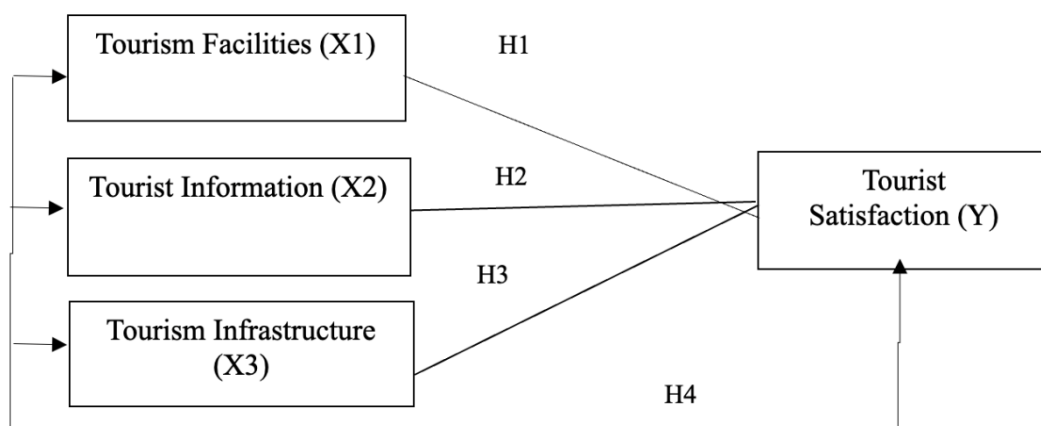2. Tourist Information on Tourist Satisfaction

Tourists exploring a destination seek information about attractions, services, and accommodation options. Tourist information plays a pivotal role in providing these details, serving as a convenient hub for tourists to inquire about a wide range of tourism services.

3. Tourism Infrastructure on Tourist Satisfaction

Tourism infrastructure is the most important factor affecting the quality of tourism experience. The lack of simple tourism destination infrastructure will make tourism difficult to succeed, because it will destroy the enjoyment of tourists.

Through the above description, researchers can make the following conceptual framework:

Figure 1. Conceptual Framework

Hypothesis

Based on the above conceptual framework, the research hypotheses are as follows:

H1: Availability of Facilities (X1) have an influence impact on tourist satisfaction (Y).

H2: Tourist Information (X2) has an influence impact on tourist satisfaction (Y).

H3: Tourist Infrastructure (X3) has an influence impact on tourist satisfaction (Y).

H4: The satisfaction of tourists in Indonesia's tourism is determined there is an influence by Facilities and Services for Tourist.

METHOD

Data Collection

Quantitative methods are used in this research with a sample size of 250 people. Data collection methods include observation and questionnaire surveys. In the data analysis, multiple linear regression analysis, the hypothesis test, and the determination coefficient method were used. This study uses SPSS 26 in data processing.

Data Analysis Technique

Multiple Regression Analysis

According to Ghozali (2018), multiple linear regression is employed in studies with more than one independent variable. The results of multiple linear regression analysis will be used to see the impact of Tourism Facilities, Tourist Information and Tourism Infrastructure on Tourist Satisfaction. The following is the equation model for multiple regression analysis:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y = Tourist's Satisfaction
X1 = Tourism Facilities
X2 = Tourist Information
X3 = Tourism Infrastructure
α = Constant
β = Coefficient
e = Error Terms

Hypothesis Testing

a. *F-Test*

When the independent variables are combined, the F test is used to see if they have any effect on the dependent variable. The degree of significance of the F value is used in this test.

b. *T-Test*

Partial test (T-test) is presented to describe the influence of one independent variable on the dependent variable assuming that other independent variables remain constant (Ghozali, 2018). The the partial coefficients on the regression with a partial test with the condition that if the probability is <0.05, it is fair to assume that the hypothesis is correct.

Coefficient of Determination Test (R^2)

The coefficient of determination (R^2) test was conducted to measure the model's ability to describe variations in the dependent variable Ghozali (2018). If the coefficient of determination is close to one, then the independent variable almost describes all the information needed in estimating the variation in the dependent variable.

RESULTS AND DISCUSSION
Multiple Regression Analysis

To generate regression equations and calculate the value of the increase or decrease in variable Y as a result of changes in variable X, multiple linear regression equations are used.

The following is the general form of the equation:

$$LNY = b0 + b1LNX1 + b2LNX2 + b3LNX3 + e$$

The following table shows the findings of the multiple linear regression analysis:

Table 1. Multiple Regression Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.668	1.431		12.345	.000
	X1	.013	.012	.021	1.077	.282
	X2	.757	.016	.945	47.543	.000
	X3	-.033	.016	-.041	-2.087	.038

a. Dependent Variable: Y

Source: Processed Data from SPSS 26, 2024

The regression equation, as shown in Table 1, is as follows:

$$Y = 17.668 + 0.013X_1 + 0.757X_2 + (-0.033X_3) +$$

Interpretation of results:
1. The constant value is 17.668 as determined by the above equation, meaning that Y will be worth 17.668 if all the independent variables are equal to zero.
2. The regression coefficient for the X1 variable, namely Tourism Facilities, is 0.013, meaning that for every increase in X1 in one period, it will increase Tourist Satisfaction by 0.013 units if the other independent variables remain constant.
3. The X2 variable has a regression coefficient of 0.757, suggesting that for every increase in X2 in one period, it will rise by 0.757 units if the other independent variables remain constant.
4. The X3 variable has regression coefficient of -0.033, suggesting that for every increase in X3 in one period, it will decrease by -0.033 units if the other independent variables remain constant.

F-Test

When independent variables are combined, the F test determines whether they have a significant effect on the dependent variable.
Hypothesis:

- Ho: The combination of X1, X2, and X3 influence Y.
- Ha: The combination of X1, X2, and X3 has no influence on Y.
Decision-making criteria
Based on the value of F:
- Ho is accepted if $F_{count} > F_{table}$ (influence).
- Ho is rejected if $F_{count} \leq F_{table}$ (no influence).
Based on the significant value:
- If the significance value is ≤ 0.05, Ho is accepted (influence).
- If the significance value is > 0.05, Ho is rejected (no influence).
The following table displays the F-test (t statistical test) results:

Table 2. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	561.063	3	187.021	779.078	.000[b]
	Residual	59.053	246	.240		
	Total	620.116	249			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: Processed Data from SPSS 26, 2024

The following conclusions can be drawn based on the test results in table 2:
- Y is influenced by the variables X1, X2, and X3. The reason for this is that the calculated $F_{count} > F_{table}$ (779.078 > 2.640) or significant <0.05 (0.000 < 0.05).

T-test
Hypothesis:
-Ho: X1, X2, and X3 have a partial influence on Y.
-Ha: X1, X2, and X3 have no partial influence on Y.
The following table displays the partial t-test results:

Table 3. Independent Sample T-Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.668	1.431		12.345	.000
	X1	.013	.012	.021	1.077	.282
	X2	.757	.016	.945	47.543	.000
	X3	-.033	.016	-.041	-2.087	.038

a. Dependent Variable: Y

Source: Processed Data from SPSS 26, 2024

Based on the results of the tests in table 4.3, the following conclusions can be drawn:

1. The Influence of Tourism Facilities on Tourist Satisfaction
    According to table 3, variable X1 partially has no influence on variable Y. It is because the value of $t_{count} < t_{table}$ (1.077 < 1.970) or significant > 0.05 (0.282 > 0.05).
2. The Influence of Tourist Information on Tourist Satisfaction
    According to table 3, variable X2 has a partially influence on variable Y. This is because the value of $t_{count} > t_{table}$ (47.543 > 1.970) or significant < 0.05 (0.000 < 0.05), so that Ho is accepted, and Ha is rejected. Because the t_{count} is positive, the effect is positive, which means that as X2 increases, so does Y.
3. The Influence of Tourism Infrastructure on Tourist Satisfaction
    Based on table 3, explains that for variable X3 has a partially influence on variable Y. This is because the significant value < 0.05 (0.038 < 0.05) so that Ho is accepted, and Ha is rejected.

Coefficient of Determination Test (R^2)

The Coefficient of Determination Test (R^2) shows the statistical results, as shown in the table:

Table 4. Coefficient of Determination Test Results (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.951^a	.905	.904	.48995

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Source: Processed Data from SPSS 26, 2024

Table 4 shows that the determinant R² coefficient is 0.904, or 90.4%. These data show that the variables X1, X2, and X3 have a 0.904 or 90.4% influence on Y, and the rest are influenced by unquantified factors.

From the results of testing the data above, this study aims to find out the influence of tourism facilities (X1), tourist information (X2), and tourism infrastructure (X3) on tourist satisfaction (Y), and it is discovered that not all hypotheses can be accepted using multiple linear regression analysis. The findings show that tourist satisfaction is influenced by tourist information (X2) and tourism infrastructure (X3).

The first hypothesis indicates that tourism facilities (H1) have no significant influence. The coefficient of facility variables was 0.013, and the significant value was 0.282, which was significantly > 0.05. Tourist satisfaction is having no influence by tourism facilities such as catering service providers, security guards, service fees, tour guide services, and entertainment performance fees.

The result of the second hypothesis shows that tourist information (H2) has significant influence on tourist satisfaction. The tourist information variable's coefficient is 0.757, and the significant value is 0.000, or < 0.05. It is certain that the type of information offered to

foreign tourists has a significant positive influence on tour guide ability, hospitality, characteristics, destination information, and tourist satisfaction.

The results of the third hypothesis show that tourism infrastructure (H3) has a significant influence on tourist satisfaction. The tourism infrastructure variable's significant value is 0.038 or < 0.05. As a result, the tourism infrastructure that tourists perceive, such as the availability of currency exchange machines, transportation and accommodation, the cleanliness of tourism equipment, and the layout of facilities and infrastructure, will influence tourist satisfaction.

The result of the fourth hypothesis (H4) show that tourism facilities, tourist information, as well as tourism infrastructure variables, have significant influence on tourist satisfaction, with 0.000 < 0.05.

CONCLUSION

The purpose of this study is to explore the influence of tourism facilities, tourist information and tourism infrastructure on tourist satisfaction. This research was carried out with the aim of understanding the factors of the research results that have been made by the researcher through the respondents from the questionnaire with a total of 250 respondents regarding the analysis of the satisfaction of tourists who come to Bali. This research discusses that there are several factors related to tourist satisfaction, namely tourism facilities, tourist information, and tourism infrastructure.

The research concludes tourism facilities have no significant influence on tourist satisfaction, tourist information has a positive influence on tourist satisfaction, and tourism infrastructure has influence on tourist satisfaction. Each research certainly has limitations, the limitations that must be known in this research are first, the random distribution of the questionnaire which means that from one population it spreads again to another population and applies continuously until several samples are collected, so that not the entire population can be sampled at this research. Second, namely in this research only focuses on tourists who have visited Bali Island.

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