ANALYSIS OF SATISFACTION VISITORS ON INCREASED PEOPLE`S INCOME TOURIST ATTRACTIONS IN CURUG NANGKA NATURAL TOURISM OBJECT HALIMUN SALAK MOUNTAIN NATIONAL PARK

Mamat Surahmat [a*)], Rosadi[a)], Rita Retnowati[a)]

[a)]*Balai Taman Nasional Gunung Halimun Salak, Sukabumi, Indonesoia*
[b)]*Universitas Pakuan, Bogor, Indonesia*

[*)]*Corresponding Author : mmtsurahmat1006@gmail.com*

Abstrak. This study aims to determine the relationship between the quality of infrastructure and visitor satisfaction, knowing the relationship between service personnel and visitor satisfaction, knowing the relationship between the quality of infrastructure and service officers together with visitor satisfaction and knowing the relationship between visitor satisfaction and increased community economic income. in the natural attractions of Curug Nangka, Mount Halimun Salak National Park. The approach used in this research is a mixed method explanatory sequential design, which is a method of data collection that begins with quantitative data collection and then continues with qualitative data collection to help analyze. This research will begin with data collection that begins with quantitative data collection, which examines three variables. Research variables that will be used in this study consist of independent variables (independent variables), namely the X1 variable quality of infrastructure, X2 service of officers and the dependent variable (dependent variable), namely the variable Y visitor satisfaction. The quantitative data will be deepened by collecting qualitative data, namely to obtain information about the effect of visitor satisfaction with an increase in people's economic income in the natural tourism object of Curug Nangka, Mount Halimun Salak National Park. The data obtained by distributing questionnaires using a Likert scale. The population in quantitative research is the total number of visitors in 2020, namely 28,974 people / person and a sample of 100 people was drawn while the population and sample for qualitative research were 47 natural tourism actors. The data analysis model in this study used quantitative and qualitative analysis. The quantitative analysis used single and multiple regression analysis and correlation while the qualitative analysis used Miles and Hubermann (1984). The results showed that there was a moderate relationship between the quality of infrastructure and visitor satisfaction, a strong relationship between officer service and visitor satisfaction, and a very strong relationship between the quality of infrastructure and service officers together with visitor satisfaction and knowing a positive relationship. between visitor satisfaction and the increase in people's economic income in the natural tourism object of Curug Nangka, Mount Halimun Salak National Park.

Keywords: quality of infrastructure; service officers; visitor satisfaction; community economic income

I. INTRODUCTION

Mount Halimun-Salak National Park is one of 52 National Parks in Indonesia that has very high biodiversity potential and is the representative of the largest mountainous tropical forest ecosystem on the island of Java. This area also holds the potential for unique traditional culture, beautiful landscapes and stunning natural phenomena. Mount Halimun National Park was established based on the Decree of the Minister of Forestry Number 288/Kpts/II/1992 and SK number 282/KP/H-II/1992 dated February 26, 1992 with an area of 40 000 ha. This area was previously a protected forest with an area of 39 941 ha which was designated during the Dutch government (1924-1939). Furthermore, based on the Decree of the Minister of Defense number 40/Kpts/Um/1997 dated January 11, 1997, the status of this area was changed and designated as a nature reserve. In line with the development of area management, on June 10, 2003 the Minister of Forestry issued Decree No. 175/Kpts-II/2003 concerning the designation of the Mount Halimun Salak National Park area of ± 113,357 hectares, most of which are converted from protected forest areas, production forests and

limited production forest managed by Perum Perhutani, including the Curug Nangka block. Based on the Decree of the Minister of Environment and Forestry No. SK.327/Menlhk/Setjen/PLA.2/4/2016 dated 26 April 2016 concerning Changes in the Functions of Part of the GHSNP Area of ±17,373 ha and the Return of Other Use Areas of ±7,847 ha, so the area of GHSNP is 87,699 ha. One of the objectives of the establishment of the National Park is for the purpose of natural tourism, where one of the natural attractions in Mount Halimun Salak National Park is the natural tourism object of Curug Nangka. The natural tourism object of Curug Nangka is currently a tourist destination that is visited by many people, both residents of the city of Bogor and from outside the city of Bogor, especially Jakarta because of its location not far from the center of Bogor City.

Tourism is a sector that makes Indonesia have a large enough attraction, so many tourists are interested in visiting. In fact, not only local tourists are interested, the various types of tourist attractions are able to attract many foreign tourists to come. Indonesia is one of the largest archipelagic countries that has a million natural tourist charms, is rich in cultural

tourism, so that with so many potentials it makes Indonesia as a tourist destination.

With so many existing tourism places, of course, the visitor satisfaction factor should be a priority for tourism businesses. According to Kirom in Deddy Kaligis, the measurement of visitor satisfaction needs to be done on the grounds that first, the level of competitors is increasing. Second, the greater the investment made by the company to implement the customer satisfaction program. Third, consumer expectations that change from time to time. Tourist visitors are faced with various considerations of what they get with a number of sacrifices incurred to enjoy their tourism activities. The sacrifices incurred by tourist visitors are in the form of a number of fees to be paid, and the time spent to obtain a tourist service. The benefits that tourist visitors get are determined by two interrelated factors. The first factor is tourist resources, which are everything in the destination that attracts tourists to visit. The second factor is tourist service which is a service and facility for all activities that can be carried out by tourists held by the company (Andreas **[1]**).

The quality of good tourism infrastructure is one indicator of tourism development. The availability of facilities and infrastructure will strengthen the attractiveness of the tourist area concerned (Zerlina **[2]**). As good and attractive as an attraction displayed by a tourist area, it will not satisfy tourists who visit a tourist area because there are still other factors that are considered regarding supporting facilities that allow them to enjoy comfort, security, and others. The fulfillment of these requirements cannot be separated from the availability of facilities and infrastructure such as roads, hotels, shopping centers, banks, post offices, and others**[3]**. The provision of facilities and infrastructure as well as the development of appropriate infrastructure are important supporting factors in order to attract tourists to visit a tourist attraction (Marianti **[4]**)

According to Davis (Fajri **[5]**), service is an action given by the company as a form of fulfilling consumer needs. Service quality is an activity carried out by the company in meeting consumer expectations. Good and bad services that can be provided by the company will affect customer satisfaction and affect whether these consumers will continue to use the same services, or will move to another company**[6]**. Customer satisfaction can be achieved if the company provides facilities to add value to a service. Facilities are provided to be used and enjoyed by visitors while using the services so as to make visitors feel comfortable. According to Clara Lintang Sistiyo Andari **[7][9]** in her research that the quality of services and facilities has a positive and significant effect on visitor satisfaction. So with visitor satisfaction, it is hoped that it can have an impact on improving the economy of the community around natural tourism objects, especially in the Nangka Curug block. The community is seen to be able to be involved or support the activities of a natural tourist attraction in the provision of food and beverages, housing (homestays, cottages), transportation facilities and infrastructure, and other activities **[10][11]**. Community involvement and participation in tourism activities is expected to be able to provide adequate additional economic income

for the community **[12][13][14]**. In 2019, to increase visitor satisfaction, the Mount Halimun Salak National Park Hall organized natural tourism facilities and infrastructure, especially in the natural tourism object of Curug Nangka by building several natural tourism facilities and infrastructure, including: construction of gates and ticket posts, construction of main signs, construction visitor center, kiosk construction, shelter construction, bridge construction and mosque construction. Apart from structuring infrastructure, various activities to improve staff services are carried out by the Mount Halimun Salak National Park Center, including training officers and comparative studies to other natural tourism objects in other places that have developed. With the explanation above, the author intends to conduct research related to the impact of visitor satisfaction on increasing people's economic income with the title 'Analysis of Visitor Satisfaction on Increasing Community Economic Income at Curug Nangka Nature Tourism Object, Mount Halimun Salak National Park Hall'.

II. RESEARCH METHODS

This research was carried out at the Curug Nangka Nature Tourism Object, Resort Management of the Mount Salak II National Park Region, the Mount Halimun Salak National Park Office. This research was carried out for approximately three months, from March to May 2021.

Explanatory Research Design

The approach used in this study is a mixed method explanatory sequential design, which is a way of collecting data that begins with collecting quantitative data and then continues with qualitative data collection to help analyze. This research will start by collecting data that begins with the collection of quantitative data by examining three variables. The research variables that will be used in this study consist of the independent variable (independent variable) namely the variable X_1 the quality of infrastructure, X_2 the service officer and the dependent variable (the dependent variable) namely the variable Y visitor satisfaction **[15]**. The quantitative data will be deepened by collecting qualitative data, namely to obtain information about the effect of visitor satisfaction on increasing the economic income of the community in the natural tourism object of Curug Nangka, Mount Halimun Salak National Park.

Population and Sampling

Population is all data of concern, within a specified scope and time. So the population is the entire research subject. The population or number of visitors in this study is the total number of visitors in 2020, which is 28,974 people/person. The sample is part of the number and characteristics possessed by the population. The number of samples in this study was 100 people, from the total number of visitors in 2020. As for the qualitative research, the population and samples taken are the people involved in the Curug Nangka Nature Tourism Object, totaling 47 people consisting of 24 traders, 20 service permit holders and 3 ticket collectors.

Data collection technique

In this study there are several ways that the author will do in data collection techniques, namely as follows: Observation techniques are observations made by research by directly visiting the research location. Questionnaire is a written question given to respondents, in this case the questionnaire is given to visitors as respondents and to the people involved in the natural tourism object of Curug Nangka. Documentation is data collection by seeking information from reports, books, and others.

III. RESULTS AND DISCUSSION

The distribution of visitors based on age, most of the respondents who visited the Curug Nangka tourist attraction were respondents aged 15-19 years by 28 percent, age 20-24 years by 38 percent, age 25-29 years by 15 percent and age 30-34 years by 6 percent, age 35-39 years by 7 percent, age 40-44 years by 4 percent, age 45-49 years by 2 percent. It can be concluded that most of the respondents who visited the Curug Nangka tourism object were aged 20-24 years. The distribution of visitors based on gender, the majority of visitors who come to the natural attractions of Curug Nangka are dominated by men, as many as 77 people (77 percent), while for female visitors as many as 23 people (23 percent). This shows that visiting the natural attractions of Curug Nangka requires excellent physical strength because the purpose of visiting natural attractions is Curug Nangka besides enjoying the natural beauty (waterfalls and forests) as well as camping.

The distribution of visitors based on regional origin is dominated by visitors from Greater Jakarta, as shown in the table above, namely from Bogor as many as 45 people (45 percent), Jakarta as many as 28 people (28 percent), Bekasi as many as 15 people (15 percent), Sukabumi as many as 7 people. (7 percent), Depok as many as 5 people (5 percent) and Cianjur and Semarang each as many as 1 person (1 percent).

Profile of respondents based on income level that visitors who come to natural attractions Curug Nangka are dominated by those who have an income level below Rp. 1,000,000 which is as much as 66%, the income level is Rp. 1.000.000 – Rp. 2,500,000 as much as 14% and those who have an income level above Rp. 2,500,000 as much as 20%. From these data it means that visitors who come to the natural attractions of Curug Nangka are dominated by students.

Description of Research Variables
1. Description of Visitor Satisfaction

The description of visitor satisfaction according to 100 respondents from 19 question items obtained a total assessment of 7,854, where from 100 respondents there was 1 respondent who gave the lowest score with a value of 57 which means quite good and there are 9 people who gave the highest rating of 95 which means very good. Obtained a standard deviation of 9.086 and a variance of 82.554, where the mean value is 78, the value that often appears or the mode

is 76, these results show the average value is 78.54, meaning that it has a good category.

From all interview data related to visitor satisfaction, it shows that the response of visitors who have a very good category is 38 percent, a good category is 58 percent, and a fairly good category is 4 percent. This illustrates that visitors who come to the natural attractions of Curug Nangka are satisfied with the quality of the facilities and services provided by the officers.

2. Description of the Quality of Infrastructure

Description of the quality of infrastructure according to 100 respondents from 21 question items obtained a total assessment of 8,380 so that the average value is 83.80 meaning it has a good category, where out of 100 respondents there are 2 respondents who gave the lowest rating of 60 meaning quite good and there are 3 respondents who gave the highest rating of 105 which means very good. Obtained a standard deviation of 9.360 and a variance of 87.616, where the mean value is 84, the value that often appears or the mode is 85, the results show the average value is 83.80 meaning it has a good category. The visitor's response to the quality of the infrastructure at the natural tourism object of Curug Nangka has a good category of 71 percent, a very good category of 26 percent, a fairly good category of 3 percent and there is no response from visitors who have a poor or bad category.

3. Description of Officer Services

Description of officer services according to 100 respondents from 20 question items obtained a total assessment of 8,141 so that the average value is 81.41 meaning it has a good category, where out of 100 respondents there is 1 respondent who gave the lowest rating of 59 which means quite good and there are 7 respondents who gave the highest rating of 100 which means very good. Obtained a standard deviation of 9.249 and a variance of 85.537, where the median value is 82, the value that often appears or the mode is 80, the results show the average value is 81.41 meaning it has a good category.

Testing Requirements Analysis
1. Multicollinearity Test

Based on spss data processing, the tolerance value is 0.509 with a VIF value of 1.966, meaning that there is no multicollinearity because the tolerance value is more than 0.1 and the VIF value is less than 10. In addition to using the Kolmogrov Smirnov test method, the normality test can be seen from the normal probability plot that forms a straight line diagonal and plotting data that will compare with the diagonal line. If the data spreads around the diagonal line and appears to follow the direction of the diagonal line, it shows a normal distribution pattern. However, if the data spreads far from the diagonal line and does not follow the diagonal line, which indicates an abnormal distribution pattern.

2. Heteroscedasticity Test

Based on the picture above, there is no heteroscedasticity because the data points spread above and below or around the number 0, the data points do not collect

just above or below, the spread of data points does not form a wavy pattern that widens then narrows and widen.

2. Qualitative Research

From the results of the interviews above, the relationship between visitor satisfaction and increasing community economic income can be described as follows: Visitor satisfaction has an effect on increasing the number of visitors so that it will affect the increase in people's economic income. Where the factor of the amount of people's economic income is influenced by age, working time and level of education.

IV. CONCLUSION

The conclusions of this study are as follows There is a positive relationship between the quality of infrastructure and visitor satisfaction. Based on this research, it has a coefficient of determination (R^2) of 0.252 or 25% and a correlation coefficient of 0.502, meaning that it is in the coefficient interval 0.40 – 0.599, which has a moderate level of relationship. There is a significant positive relationship between staff service and visitor satisfaction. Based on this study, it has a coefficient of determination (R^2) of 0.543 or 54% and a correlation coefficient of 0.737, meaning that it is in the coefficient interval of 0.60 - 0.799 which has a strong relationship level. There is a significant positive relationship between the quality of facilities and staff services with visitor satisfaction. Based on this study, it has a coefficient of determination (R^2) of 0.544 or 54% and a correlation coefficient of 0.701, meaning that it is in the coefficient interval of 0.60 - 0.799 which has a strong relationship level. Visitor satisfaction has an effect on increasing the number of visitors. Based on this research, it shows that the number of visitors has an effect on the level of people's economic income. The factor of the amount of people's economic income is influenced by the level of age, working time and education level. The economic income of the people involved in activities in the natural tourism object of Curug Nangka is mostly above Rp. 2,500,000 which is 96%, this can be interpreted as belonging to the high income group because the average income is between Rp. 2,500,000 to Rp. 3,500,000 per month.

REFERENSI

[1] Andreas Yanuar Nugroho Putro. *Tingkat Kepuasan Pengunjung Obyek Wisata Minat Khusus Arung Jeram Desa Mendut, Kecamatan Mungkid, Kabupaten Magelang*. Universitas Sanata Dharma Yogyakarta. 2017.

[2] Zerlina, D., Dewi, I.K. and Sutanto. Feasibility analysis of lake ex-andesite stone mining as geo-tourism area at Tegalega Village, Cigudeg, Bogor. *Indonesian Journal of Applied Environmental Studies.* 1(1): 40-47. 2020.

[3] Adkhiya Fikril Imanah. Eppy Yuliani. Ardiana Yuli Puspitasari. Analisis Kebutuhan Sarana dan Prasarana Pariwisata di Agrowisata Jollong. *Prosiding Seminar Nasional Mahasiswa Universitas Islam Sultan Agung Semarang*, April 2019.

[4] Marianti. *Pengaruh Sarana Prasarana Pariwisata Terhadap Kepuasan Wisatawan Pada Objek Wisata Permandian Air Panas Lejja di Kabupaten Soppeng*. Universitas Negeri Makkasar. 2019.

[5] Fajri Nugraheni Atma Wulandari. Nugraheni Rintasari. *Dampak Keberadaan Desa Wisata Terhadap Peningkatan Perekonomian Dan Kehidupan Sosial Masyarakat (Studi Kasus Di Desa Wisata Umbulrejo, Ponjong, Gunungkidul).* Fakultas Ekonomi dan Bisnis Universitas Ahmad Dahlan Yogyakarta. 2019.

[6] Suharto. Dengan, Hubungannya Destinasi, Citra Kasus, Studi Loka, Gembira. *Jurnal Media Wisata*, 14 (1), 287-304. 2016.

[7] Clara Lintang Sistiyo Andari. *Pengaruh Kualitas Pelayanan dan Fasilitas Terhadap Kepuasan Pengunjung.* Universitas Sanata Dharma Yogyakarta. 2017.

[8] Syarifah Dina Fajriah. Mussadun. *Pengembangan Sarana dan Prasarana untuk Mendukung Pariwisata Pantai yang Berkelanjutan (Studi Kasus: Kawasan Pesisir Pantai Wonokerto Kabupaten Pekalongan).* Biro Penerbit Planologi Undip Volume 10 (2): 218-233 Juni 2014.

[9] Titis Ariani Mustikawati. Sunarti. Edriana Pangestuti. Analisis Pengembangan Sarana Prasarana Obyek Wisata Alam Telaga Ngebel Dalam Meningkatkan Kesejahteraan Ekonomi Masyarakat. Fakultas Ilmu Administrasi Universitas Brawijaya. *Jurnal Administrasi Bisnis (JAB)* Vol. 53 No.2 Desember 2017.

[10] Siti Maisyaroh. *Analisis Pengaruh Pengembangan Pariwisata Puncakmas Terhadap Peningkatan Pendapatan Ekonomi Masyarakat Dalam Persepektif Ekonomi Islam (Studi Pada Masyarakat Kelurahan Sukadanaham Kecamatan Tanjung Karang Barat Kota Bandar Lampung).* Universitas Islam Negeri Raden Intan Lampung. 2018.

[11] Wahyu Narendra Kusuma Wardana. Agung Witjaksono. Maria C Endarwati. *Identifikasi Kebutuhan Sarana Dan Prasarana Wisata Berdasarkan Persepsi Pengunjung Di Pantai Sipelot Kabupaten Malang*. Program Studi Perencanaan Wilayah dan Kota, Fakultas Teknik Sipil dan Perencanaan Institut Teknologi Nasional Malang. 2018.

[12] Wiratno. *Sepuluh Cara Baru Kelola Kawasan Konservasi di Indonesia: Membangun "Organisasi Pembelajaran"*. Direktorat Jenderal KSDAE KLHK. Jakarta. 38 hlm. 2018.

[13] Warda, Az Zuhratun. Pengaruh Jumlah Kunjungan Wisatawan Terhadap Pendapatan Asli Daerah Sektor Pariwisata Kabupaten Kutai Kartanegara. *Jurnal Administrasi Bisnis*, Vol. 6, No. 1, Hal. 150-163. 2018.

[14]   Yosef Abdul Ghani. Pengembangan Sarana Prasarana Destinasi Pariwisata Berbasis Budaya di Jawa Barat. *Jurnal Pariwisata*, Vol. IV No. 1 April 2017.

[15]   Warpani, Suwardjoko P & Indira P Warpani. *Pariwisata dalam Tata Ruang Wilayah*. Bandung: ITB. 2007.