

Tourist Attraction and Tourist Facilities Intentions to Visitor Satisfaction: Case of Sindang Barang Cultural Village

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ABSTRACT

The tourist attraction and tourist facilities provided at the Sindang Barang Cultural Village have a positive influence and significantly contributed to visitor satisfaction, which can attract tourists and visitors to come to this place. The research was conducted at the Sindang Barang Cultural Village. The purpose of this study is to determine the impact of tourist attraction and tourist facilities on visitor satisfaction at the Sindang Barang Cultural Village. The Method of research used is quantitative methods in order to obtain more comprehensive, valid, reliable, and objective data. The sample consists of 107 visitors who visited the Sindang Barang Cultural Village. The factor and regression analysis were used for the data analysis. The results of the study showed that tourist attraction significantly contributed to the visitors' satisfaction ($t = 10.180 > t_{table}$ with a significance of 0.000 ($\rho < 0.05$)). Tourist facilities significantly contributed to visitors' satisfaction ($t = 4,082 > t_{table}$ with a significance of 0.000 ($\rho < 0.05$)). The tourist attraction and tourist facilities have a significant effect simultaneously on Visitors' satisfaction ($F = 149.205 > F_{table}$ with a significance of 0.000 < 0.05). Tourist attraction at the Sindang Barang Cultural Village has a dominant influence in influencing visitor satisfaction with the uniqueness and characteristics of Sunda Tradition Ritual Tourist Attraction which is the hallmark of the Sindang Barang Cultural Village. The Tourist facilities show that this variable is a variable that affects visitor satisfaction where the facilities available for the information center are still not fully available. The author makes a suggestion, recommend paying more attention and developing facilities that provide complete information about the Sindang Barang Cultural Village.

Keywords: Tourist Attraction, Tourist Facilities, Visitor Satisfaction, Cultural Village, Sindang Barang

INTRODUCTION

Background

Indonesia is a country with different potentials and resources, meaning that it has a lot of opportunities through which it can be developed into a country with tourism industry. In this way, it can earn a lot of foreign exchange which can be used for funding the local, regional and national development (Suryawardani, Purnami, & Suamba, 2018).

The development of tourist village is strongly influenced by the institutional aspect, the object and the tourist attraction, as well as the means of tourism infrastructure (Damayanti, Soeaidy, & Ribawanto, 2014; Parmawati, Saktiawan, Wibowo, & Kurnianto, 2018). There are many tourism objects chosen by tourists. There is a part of the tourists who love natural, cultural, and even artificial objects. Indonesia is a country which has various tourism objects because of its enormous cultures, values, beliefs, weathers, tribes, and so forth. Thus, many tourists travel to Indonesia. Tourism objects and attractions are a form of a facility which can attract tourists and visitors to come to a certain area and place. Without attractions, a place will be difficult to be called as a tourism object.

A tourism product must have several aspects such as attractiveness,

maintainability, ease of use and in particular, a product must satisfy consumer desires and be able to fulfill all consumer expectations of a product (Kotler, 2011). Tourism products are places that have attraction as a supporting factor as attracting tourists to visit the tour and have adequate facilities such as access to travel, recreation and many things that make tourists interested in coming to the place.

One part of the attraction destination is the cultural tourist attraction that encompasses cultural villages. Bogor Regency has a cultural village that has a variety of Sundanese arts and culture, history and Sundanese beliefs and customs, a natural rural place and has a place to stay or lodging to give a natural impression for tourists who visit. Bogor as one of the third largest cities in Indonesia is rich in a variety of tourism products, both natural and environmental conservation, Agro tourism and cultural tourism. This has become an attraction for both domestic and foreign tourists to come to visit the city that has the nickname of this city of rain.

Sindang Barang Cultural Village located in Bogor Regency, part of the West Java provinces, Indonesia, which there are still holding various cultural heritages inherited from the Kingdom of Pajajaran. In addition to this time, the Sindang Barang Cultural Village still

revitalizes Sundanese art and has to continue to strive to have uniqueness and special attraction so as to attract interest to visit because one component of tourism products is the attraction.

Facilities constitute facilities and infrastructure that support the operation of tourism objects to accommodate all the needs of tourists, not directly encourage growth but develop at the same time or after developing attractions (Spillane, 1994; Rosita, Marhanah, & Wahadi, 2016).

To attract tourists to visit a tourist attraction, tourism objects must have attractive tourist attractions and adequate facilities to support the needs of tourists. If tourists feel comfortable because the facilities available are adequate and tourism objects are attractive, the expectations of tourists when visiting will be fulfilled when they visit. This will lead to a sense of satisfaction because their expectations are met. The tourist attraction is supported by facilities can also increase interest and tourist loyalty (Zaenuri, 2012).

Research Objectives

This current study was intended to:

1. Analyze the effect of the dimension of tourist attraction (what to see, what to do, what to buy, where to stay, and what to arrive) on the satisfaction of the

visitors visiting the Sindang Barang Cultural Village.

2. Analyze the effect of the dimension of tourist facilities (accommodation unit, restaurant, activity facilities, and information service) on the satisfaction of the visitors visiting the Sindang Barang Cultural Village.
3. Analyze the effect of the dimension of tourist attraction and tourist facilities simultaneously on the satisfaction of the visitors visiting the Sindang Barang Cultural Village

LITERATURE REVIEW

Tourist Attraction

A tourist attraction can be visited by tourists has to meet the conditions for the development of the area (Suryadana & Octavia, 2015). These conditions are (1) What to see. In these places there must be objects and tourist attractions that are different from those owned by other regions. The area must have special attractions and cultural attractions that can be used as "entertainment" for tourists. What to see includes natural scenery, activities, arts and tourist attractions. (2) What to do. In this place, in addition to many that can be seen and witnessed, activities and recreational facilities must

be provided that can make tourists feel at home for a long time. (3) What to buy. Tourist destinations should be available for shopping facilities, especially souvenirs and folk handicrafts as souvenirs. (4) What to arrive. This includes accessibility, how visitor can visit the tourist attraction, what vehicles will be used and how long to arrive at the tourist destination. (5) Where to stay. How tourists will stay for a while on vacation, needed lodging either star hotels or non-starred hotels and so on.

A tourist attraction that attracts tourists is hospitality. The hospitality of an area is the general feeling of welcome that tourists receive while visiting the area. People do not want to go where they do not feel welcome (Mill, 1990; Suryadana & Octavia, 2015). Tourists are interested in visiting a place if there is a phenomenon that motivates them. The attractiveness of one place could create a certain influence on potential tourists (Subhiksu, Ardika, Darma Putra, & Madiun, 2014)

Tourist Facilities

Tourist facilities are all facilities whose function meets the needs of tourists who temporarily stay in the tourist destinations they visit, where they can relax and enjoy and participate in activities available in the tourist destination (Yoeti, <http://ojs.unud.ac.id/index.php/eot>

2003; Sulistiyana, 2015). The tourists will come and visit again if the facilities are available who can fulfill all their needs while enjoying tourist attraction. The existence of these facilities is also expected to make tourists feel more comfortable and stay longer and provide a good impression on the tourist attraction which they visit (Zaenuri, 2012). According to (Yoeti, 2003), the components of tourist facilities are (1) accommodation unit, (2) restaurant, (3) outdoor activity facilities, (4) art activity facilities, and (5) information service).

It can be concluded that tourism facilities are the convenience of visitors to enjoy, feel the comfort that has been provided by a tourist attraction that has facilities in order to satisfy or achieve the satisfaction of visitors to a tourist destination.

Visitor Satisfaction

Satisfaction comes when experiences go beyond expectations, while dissatisfaction arises when experiences fall short of expectations (Park, Hwang, Lee, & Heo, 2018). Tourism satisfaction is the outcome of interactions between a real experience and the prepositional expectations of the tourists participating in tourism-related activities (Pizam, Neumann, & Reichel, 1978; Park, Hwang, Lee, & Heo, 2018). Satisfaction is a

function of the closeness between expectation and the product's perceived performance. (Kotler & Keller, Marketing Management, 2012). Satisfaction is a feeling of pleasure or disappointment that someone appears after comparing the performance of the product that is thought of the performance or expected results. If the performance of a product meets or exceeds expectations of tourists it will create a sense of satisfaction in every tourist, whereas if the product performance is below expectations, someone will feel dissatisfied and disappointed.

The consumer satisfaction is an overall attitude shown consumers for goods or services after they obtain and use and it is an evaluative assessment post-election caused by the selection of special purchase and experience of using the goods or services ((Mowen & Minor, 2002; Manulang, Bendesa, & Darma Putra, 2015). Factors of boosting customer satisfaction consist of: (1) product quality: Customers will feel satisfied after buying or using products and services that are in line with expectations of good quality, (2) price: usually affordable prices with good product quality will be of greater value to create customer satisfaction, (3) service quality: to satisfy customers, a company should first improve services that are as maximum as possible given to customers and always evaluate services that have

been given directly either by providing product knowledge training to all employees or how to deal with customer complaints correctly, and (4) easiness: ease and comfort in reaching tourist destinations can affect customer satisfaction factors (Irawan, 2009; Suhaji, 2012).

METHODOLOGY

Research Location and Time

This study was conducted at the Sindang Barang Cultural Village located in Desa Pasireurih, Kecamatan Taman Sari, Bogor Regency for four months, from March 2018 to July 2018, and they were required to cross as the response of which best described their level of agreement within each of the questionnaire items. Their participation was voluntary and thus leads to no response bias.

Data Collecting

Both the qualitative and quantitative data were used in the current study. The data were obtained from both the primary and secondary data sources. The data were collected through the library research and field research (observation, direct interview, questionnaire, and documentation).

Research Population and Samples

The population in this study included all the visitors who visited the Sindang Barang Cultural Village. The sample consists of 107 respondents utilizing non-probability sampling of purposive sampling technique that allows the researcher to not giving equal opportunities to all elements of the population to be selected as a respondent. Of these, 107 responses were deemed useful and used in the data analysis with a valid response rate of 90 percent.

Variables and Data Analysis

The completed and structured close-ended questionnaires were coded and keyed in Statistical Package for Social Sciences (SPSS) computer program version 22 and descriptive analysis such as means, standard deviation, and correlation analysis was performed. Next, further investigation using hierarchical regression analysis was executed to assess the relationship between a set of two independent variables (X_1 and X_2) and the dependent variable (Y), controlling the effect of a different set of independent variables: Tourist attraction (X_1) and tourist facilities (X_2) on the dependent variable: visitor satisfaction (Y), which thereafter could furnish empirical findings in supporting the outlined research objectives.

RESULTS

Demographic Characteristics of Respondents

In table 1 depicts the respondents' demographic characteristics of respondent. Male respondents made up 44.9 percent of the sample while females made up 55.1 percent. The respondents who come to Sindang Barang Culture Village are dominated aged 20-25 years (72.9 percent) because of young age who have a lot of free time to walk compared to the adult age (usually have a permanent job). This was followed by 47.7 percent of them are students and the young employee made up 32.7 percent. The majority of respondents (75,5 percent) come from Bogor and respondents (80.4 percent) specified that they have been visited at Sindang Barang Culture Village 1-2 times a year. This was followed by 12.1 percent of them who only visit 3-4 times a year. For monthly income, 32.7 percent of the respondents are the employee who has revenue IDR 3 – 5 million and 30.8 percent respondents are students who spent less than IDR 1 million per month. For choosing considerations, respondents made up 52.3 percent because of the diversity of tourist attractions at Sindang Barang Culture Village and they get information about the Sindang Barang Culture Village made up 45.8 percent are obtained from friends/relatives at 45.8%

and these number of respondents who are young, where the youth is a time of group life, togetherness, and friendship provides new information, it seems that there is a Sindang Barang Culture Village. For their motivation to come to Sindang Barang Cultural Village for 42.1 percent relaxation purposes are employees. Relaxation for a number of employees to calm down, enjoy the beauty of nature, find a new place that is more comfortable, and does new activities that create peace in the Sindang Barang Cultural Village. Meanwhile, many respondents who come to the Sindang Barang Cultural Village also aim to educate with the results of 40.2 percent due to a large number of students and students who wish to learn about the Sundanese culture.

Reliability Analysis

Reliability refers to a sense that the instrument used in research to obtain the desired information can be trusted (reliably) as a data collection tool and able to reveal actual information in the field. The reliability test method used is the Cronbach's Alpha method, construct is considered reliable if the Alpha coefficient is > 0.70 (Sugiarto, Hendratono, & Djoko, 2015). The reading of Cronbach's α for all the variables as described in Table 2 exceeds the criterion of 0.70, indicating the survey instrument is reliable to measure all constructs consistently and is free from random error.

Table 1. The Distribution of Demographic Characteristics

Demographic Characteristics					
A. Gender	F	%	F. Monthly Income	F	%
Male	48	44.9	< IDR 1000000	33	30.8
Female	59	55.1	IDR 1000000 – 3000000	22	20.6
			IDR 3000000 – 5000000	35	32.7
			> IDR 5000000	17	15.9
B. Age	F	%	G. Frequency of Visit	F	%
14-19	9	8.4	1-2	86	80.4
20-25	78	72.9	3-4	13	12.1
26-34	9	8.4	5-6	2	1.9
35-43	11	10.3	> 6	6	5.6
C. Residential Area	F	%	H. Choosing Consideration	F	%
Bogor	81	75.7	Diversity of Tourist Attractions	56	52.3
Bandung	1	9	Services provided	8	7.5
Jakarta	12	11.2	Easy to reach location	16	15.0
Depok	3	2.8	Ticket Prices / Discounts	3	2.8
Sukabumi	2	1.9	Place Comfort	14	13.1
Others	8	7.5	Others	10	9.3
D. Education	F	%	I. Source of Information	F	%
High School	42	39.3	Family / Couples Member	17	15.9
Academic	30	28.0	Friends / Relatives	49	45.8
University	29	27.1	Social Media/Advertising	30	28.0
High Degree/ Doctoral	6	5.6	Others	11	10.3
E. Occupation	F	%	J. Motivation	F	%
Student	51	47.7	Relaxation	45	42.1
Employee	35	32.7	Nostalgia	5	4.7
Gov. Empl	1	.9	Education	43	40.2
Entrepreneur	9	8.4	Others	14	13.1
Others	11	10.3			
TOTAL	107	100	TOTAL	107	100

Note : IDR is Indonesian Rupiah

Source: The Processed Primary Data (2018)

Table 2. Reliability Analysis

Variables	Number of Items	Cronbach's Alpha
Tourist Attraction	10	.849
Tourist Facilities	5	.885
Visitor Satisfaction	13	.920

Source: The Processed Primary Data (2018)

Descriptive statistics

The descriptive statistics for respondent response of the effects of tourist attraction and tourist facilities on visitor satisfaction is presented in Table 3.

The multi-item statements are designed for a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). As seen in table 3 above, the highest mean value is on WS2 indicator statement which is at an average of 4.28 which means that respondents agree that The Sindang Barang Cultural Village has learning activities and recognizes Sundanese Cultural Arts (learning the history of Indigenous Village, learning farming, learning to dance and learning to play traditional musical instruments).

Table 3. Respondent Response of The Effects of Tourist Attraction and Tourist Facilities on Visitor Satisfaction

Variable: Tourist Attraction	Labels	Means	SD
Have natural scenery beautiful	WS1	4.16	.870
Having learning activities and know Sundanese art	WS2	4.28	.775
Unique and unique Attractions Tradition Rituals Sunda 'Serentaun	WS3	4.18	.799
Have activities and facilities recreation	WD1	3.91	.807
Have facilities for shop for souvenirs and items folk crafts	WB1	3.63	.937
Have lodging	WS1	3.87	.814
Adequate infrastructure and facilities	WS2	3.56	.838
Easiness Access to locations	WA1	3.19	.963
Security guaranteed	HO1	3.74	.862
Society and employees friendly & polite	HO2	4.08	.881
Variable: Tourist Facilities			
Homestay facilities	HS1	3.63	.853
Serving Drinks & Buffet Food	DF1	3.76	.834
Facilities for Outdoor Activities	OA1	3.90	.890
Facilities for Dance Course	DC1	3.92	.870
Information Service	IS1	3.48	.975

and the community who are friendly and

Variable: Visitor Satisfaction	Labels	Means	SD
Satisfaction on Tourist Attractions at Sindang Barang Cultural Village	CS1	4.07	.768
Satisfaction with Accessibility towards tourist sites	CS2	3.36	.934
Satisfaction with the facilities in Sindang Barang	CS3	3.75	.859
Price of admission	CS4	3.64	.756
Promotion of Promo Prices/Discount	CS5	3.82	.969
Alertness to serve traveler	CS6	3.79	.855
Good communicate and explain information to tourist	CS7	3.95	.745
Accuracy and suitability time in tourist attractions	CS8	3.73	.784
Handling Complaint	CS9	3.74	.839
Have knowledge about all tourist attractions	CS10	3.85	.867
Have hospitality and politeness in serving visitor	CS11	4.03	.783
Willingness to help	CS12	3.93	.839
Ease of reaching all tourist attractions all tourist attractions	CS13	3.92	.814

polite.

Source: The Processed Primary Data (2018)

Whereas the lowest mean value is on the statement of tourist attraction statement WA1 which is at an average of 3.19, which means that neutral respondents state that access to the location to the Sindang Barang Cultural Village is easy. Overall respondents' perceptions of Tourist Attraction in Sindang Barang Cultural Village found that the dominant respondents agreed that meant that tourist attraction in Sindang Barang Cultural Village had special attractions and cultural attractions that could be seen and witnessed, lodging like home stay and hospitality from employees

The highest mean value is on Tourism Facilities DC1 indicator statement which is on average 3.92 which means respondents almost all agree that Sindang Barang Cultural Village provides facilities for short training such as Jaipong, Pencak silat and playing angklung and well prepared. While the lowest mean value is on the Tourism Facilities IS1 indicator statement which is at an average of 3.48 which means that neutral respondents stated that the Goods Session Culture Village has not provided facilities for a complete information center.

For Visitor Satisfaction, the highest mean value is in the indicator of the statement of CS1, which is on average 4.07, which means that respondents almost all agree that they are satisfied with Tourist Attractions in Sindang Barang Cultural Village. While the lowest mean value is in the indicator of the statement of CS2 which is at an average of 3.36 which means that neutral respondents expressed satisfaction with access to the location to the Goods Session Culture Village. Respondents' perceptions of Visitor Satisfaction in Sindang Barang Cultural Village found that the dominant respondents agreed that meant that the tourists who had visited were satisfied with the quality of tourism products, prices, quality of service and ease in reaching all tourist attractions provided in Kampung Sindang Barang Culture Village.

The standard deviation value has a value close to 1 (whole number) which is between 0.775 to 0.963, 0.834 to 0.975 and 0.745 to 0.969 which means that the diversity of respondents gives answers large enough and not homogeneous in providing answers to tourist attraction which means that all answers given by respondents vary.

Results of the Regression Analysis

Simple Correlation Analysis is used to determine the relationship between one independent variable to the dependent variable. Determination analysis in simple regression is used to determine the percentage contribution of the influence of the independent variable on the dependent variable (Sugiyono, 2016).

Table 4. The Effects of Tourist Attraction on Visitor Satisfaction and Tourist Facilities on Visitor Satisfaction

Variable	R	R Square	Adjusted R Square	Std. Error of the Estimate
X ₁	.837	.700	.697	4.256
X ₂	.696	.484	.479	5.583

Source: The Processed Primary Data (2018)

As seen in table 4, correlation among tourist attraction on visitor satisfaction and tourist facilities on visitor satisfaction are seen. The R number is 0.837, this shows that there is a very strong relationship between tourist attraction on visitor satisfaction and the R number is 0.696, this shows that there is a strong relationship between tourist facilities on visitor satisfaction. The determination coefficient is obtained by R² (R Square) by 0.700 for X₁. This shows that the percentage contribution of the influence of tourist attraction on visitor satisfaction by 70% while 30% is influenced by other variables not

examined. Also for X_2 , the determination coefficient is obtained by R^2 (R Square) by 0.484. This shows that the percentage contribution of the influence of tourist attraction on visitor satisfaction by 48.4% while 51.6% is influenced by other variables not examined.

Multiple linear regression analysis is a linear relationship between two or more independent variables with the dependent variable. This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases.

Table 5. The Effects of Tourist Attraction and Tourist Facilities on Visitor Satisfaction

R	R Square	Adjusted R Square	Std. Error of the Estimate
.861	.742	.737	3.971

Source: The Processed Primary Data (2018)

As seen in table 5, correlation among tourist attraction and tourist facilities on visitor satisfaction are seen. The R number is 0.861, this shows that there is a very strong relationship between tourist attraction and tourist facilities on visitor satisfaction. The determination

coefficient is obtained by R^2 (R Square) by 0.742 (74.2%). This shows that the percentage contribution of the influence of independent variables Tourist Attraction and Tourism Facilities on Visitor Satisfaction by 74.2% while 25.8% is influenced by other variables not examined.

As indicated in table 6, the results of multiple linear regression hypotheses testing, T test and F test to determine the effect of independent variables (independent) on the fixed variable (dependent).

Table 6. Hypothesis Testing Results

Hypothesis	Statement	Score	Remarks
H_1	Tourist Attraction Significant Effect on Visitor Satisfaction	$t = 10.180$ $\text{sig} = 0.000$	H_1 accept H_0 reject
H_2	Tourist Facilities Significant Effect on Visitor Satisfaction	$t = 4.082$ $\text{sig} = 0.000$	H_2 accept H_0 reject
H_3	Tourist Attraction and Tourist Facilities Simultaneously Significant Effect on Visitor Satisfaction	$F = 149.205$ $\text{sig} = 0.000$	H_3 accept H_0 reject

Source: The Processed Primary Data (2018)

In Table 6, the results of the t-test analysis related to tourist attraction on visitor satisfaction in the Sindang Barang Cultural Village, the $t_{count} > t_{table}$ was obtained; $10.180 > 1.659$ with a significance of 0.000 ($p < 0.05$). The positive t value indicates that the tourist attraction has a direct relationship with visitor satisfaction. So it can be concluded that the tourist attraction has a significant influence on visitor satisfaction. These results indicate that the higher the attractiveness of a tourist object, the greater the satisfaction of tourists visiting.

The results of the t-test analysis related to tourist facilities on visitor satisfaction in the Sindang Barang Cultural Village, the $t_{count} > t_{table}$ was obtained; $4,082 > 1,659$ with a significance of 0.000 ($p < 0.05$). The Tourism Facilities has a significant influence on Visitor Satisfaction.

The results of this study indicate that tourist attraction and tourist facilities have a significant effect simultaneously on visitors' satisfaction. Based on the results of the test analysis simultaneously obtained the F_{count} value is 149.205 with a probability value (sig) = 0.000. The value of F is calculated ($149.205 > F_{table}$ (3.08)), and the value of sig . smaller than the 0.05 probability value or $0.000 < 0.05$.

CONCLUSIONS

Based on the results of the study, several conclusions can be drawn as follows:

- 1) The effect of the tourist attraction on the satisfaction of the visitors visiting the Sindang Barang Cultural Village:

The dimension of tourist attraction (what to see, what to do, what to buy, where to stay, and what to arrive) positively and significantly contributed to satisfaction of the visitors visiting the Sindang Barang Cultural Village, meaning that the tourist attraction at the Sindang Barang Cultural Village has special attractions and cultural attractions that can be seen and witnessed, also Hospitality from employees and the community who are friendly and polite. Tourist satisfaction can be created if the tourist attraction offered to give something different and has the characteristics of other tourism objects in general, and can give a deep impression for tourists who have made a visit.

- 2) The effect of the tourist facilities on the satisfaction of the visitors visiting the Sindang Barang Cultural Village:

Tourist facilities (accommodation unit, restaurant, activity facilities, and information service) positively and significantly contributed to satisfaction of the visitors visiting the Sindang Barang Cultural Village. The reason for tourists to visit a place or region or country because they are interested in the facilities that can be obtained through the facilities and the assessment of visitors to facilities in a tourist attraction is usually associated with satisfaction after visiting the tourist attraction (Rezki, Djamhur, & Devi, 2015).

- 3) The effect of the tourist attraction and tourist facilities simultaneously on the satisfaction of the visitors visiting the Sindang Barang Cultural Village: Tourist attraction and tourist facilities have a positively and significantly contributed to satisfaction of the visitors visiting the Sindang Barang Cultural Village.

SUGGESTIONS

(Sudiarta, 2015), in his study entitled “Popularity of Tourist Attraction in Bali from the Perspective of Foreign Tourists” found that position tourist attraction can be described with two

dimensions: one dimension is an attraction that has a lot of similarities and a second dimension is the attraction that has many differences.

The variable tourist attraction at Sindang Barang Cultural Village has a dominant influence in influencing visitor satisfaction by having the uniqueness and characteristics of Sunda 'Tradition Ritual Tourist Attraction which is the hallmark of Sindang Barang Cultural Village, it is necessary for the management to still maintain this tourist attraction with regular return held every year. The continuity of tourist attractions, especially Sundanese traditional attractions ‘Serentaun needs to receive support and attention from the Bogor Regency Government, especially the Bogor Regency Culture and Tourism Office because it relates to attention to the preservation of Sundanese culture. It is recommended to pay more attention and develop facilities that provide complete information about the Sindang Barang Cultural Village. Some facilities and infrastructure at the Sindang Barang Culture Village require improvements with not small amounts of funds. Imports have not all been able to cover the maintenance and operational costs of the Sindang Barang Cultural Village, for that there is a need for financial assistance from the Bogor Regency Culture and Tourism Office.

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