

Visitors' Evaluation of Destination Attributes of Penglipuran Village

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Abstract

Destinations attributes are important aspects of a tourist destination that will determine visitors' satisfaction. They are also essential for the DMO to understand the strengths and weaknesses of the destination, thus providing the DMO with important information to further develop the destination. Visitors' evaluation of the destination attributes of Penglipuran Village is still unknown. Therefore, his article aims to discuss the visitors' evaluation of destination attributes of Penglipuran Village to understand attributes the visitors perceived as important and how they are performing. The research implemented a quantitative approach, using the survey as the main method to collect primary data concerning the perception of respondents toward the importance and performance of those destination's attributes. The sample was determined purposively and chosen from a population of tourism students of Bali Tourism Polytechnic. Importance-Performance Analysis (IPA) was used to analyze the data collected from 157 respondents. The result shows that there are six attributes considered very important, with three out of those six performing impressively, while the other three are of poor performance. The result also indicates that eight attributes are considered not important, even though three of those are performing impressively, while the other five are performing poorly. Based on the result, this article recommended for the tourism management organization of Penglipuran Village to focus their attention and effort on attributes plotted on the fourth quadrant of the IPA, while providing suggestions to improve the performance of those important attributes deemed as having poor performance.

Keywords: evaluative; destination attribute; importance; performance; Penglipuran.

INTRODUCTION

Background

Penglipuran Village is a famous tourist destination in the world located in the Bangli regency of Bali province. It is an old village, and its people are believed to be the real Balinese or the original inhabitant of Bali island (Covarrubias,

1937). Those people are known as the Bali Aga, and the village is classified accordingly as the Bali Aga Village.

Bali Aga villages are the villages that are not influenced much by the invasion of the Majapahit Kingdom, which occupied Bali in 1343. The villagers are those who opposed the way of the ruling Majapahit Kingdom and thus seek refuge

in the mountains of Bali to preserve their traditions (Covarrubias, 1937; Pringle, 2004). The other villages whose traditions are influenced by the Majapahit Kingdom's culture are classified as the Apanaga Villages. Other than those two types of villages, some villages were found during the occupation of The Dutch. They are classified as the Desa Baru (Ardhana, et al., 2020). Besides the level of influence of the Majapahit Kingdom, another main distinction between Bali Aga Village and the other two villages is their governance system. Bali Aga Villages has a distinct system by which they manage their social and religious matter. The system is called Ulu Apad. As a Bali Aga village, the origins of the Bali Aga people currently living in Penglipuran Village can be traced to the Village of Bayung Gede (Reuter, 1996; Agusintadewi & Manik, 2016) leading to similar features between these villages.

Penglipuran village boasts a mix of cultural and natural tourist attractions (Suasapha, 2020). Known for its cleanliness, many visitors also visit Penglipuran for its cultures, such as the traditional houses, the unique and almost identical-looking main entrance of housing compounds (Suryawardani, 2021), the traditional cuisine, and the intangible culture in the form of local wisdom and the Ulu Apad. Visitors are also attracted to its bamboo forest, and its green and natural surroundings. And in the age of social media, Penglipuran Village emerged as one of the most Instagramable places, popular among the students who visit Penglipuran Village who are on the hunt for their Instagram pictures.

The importance of students as an emerging tourism market has been highlighted by respected parties. UNWTO for example, in their report entitled Global Report on The Power of Youth Travel (2016) stated that young people from all over the world are defining a new way of

travel. This is because young peoples are full of ideas, full of plans, and hope for their future. On the importance of the youth market, UNWTO (2016) further explained that they have money but not time. They are resilient because they do not affect much by the economic crisis, they are willing to save their money for the trip, and are not too much affected by a physical barrier as they are young and strong. The youth spent their money directly in the local community, which means that their economic benefits are felt directly by the community. They love to engage in voluntary activities, can popularize a tourist destination through their smartphone, and are a trigger for the specific type of tourism in the form of edutourism. Another importance of students is that they are part of academia, and are one of the stakeholders in tourism development (Calzada and Cowie, 2017). Thus, inputs from students are essential for tourist destination development.

This article aims to discuss the evaluation of visitors, especially tourism students, on the destination attributes of Penglipuran Village as a tourist destination. Destination attributes are qualities or characteristics of a destination. They pull visitors to a particular destination and engage in a particular tourist activity (Baek, et al, 2021). Destination attributes will be perceived by the visitor during their visit (Jumanazarov, Kamilov, & Kiatkawsin, 2020), thus reflecting their overall satisfaction (Djeria, et al, 2018; Biswas et al, 2020). Evaluating destination attributes will result in awareness of a destination management organization towards its strengths and weaknesses (Pike & Kotsi, 2018; Djeria, et al, 2018; Jumanazarov, Kamilov, & Kiatkawsin, 2020; Baek, et al, 2021), thus providing them with the ability to develop strategies to cope with the weaknesses, and improve the satisfaction of its visitors.

Material for the research was taken from the result of previous research conducted by Suasapha (2020) whose Factor Analyzed the destination attributes of Penglipuran and thus extracted the tourism potential of Penglipuran Village as a tourist destination. Building on the mentioned research result, this research was conducted to provide more information and understanding of how the visitor perceived Penglipuran Village as a tourist destination. Since there is no attempt has been made to research this topic, this research will fill the existing gap in the topic that can provide useful information for the tourism management organization of Penglipuran Village, as well as for the next research related to the topic.

RESEARCH METHODS

This article is written based on a quantitative approach. Data was collected through an online survey from a sample derived from tourism students of the Bali Tourism Polytechnic population. The sample size was 157 and was determined purposively. The questionnaire was an online questionnaire prepared on Google form, using 4 points scale. Before being used, the questionnaire was item analyzed for validity and tested for reliability.

To gain perspective on how the respondent of the research perceived the current state of tourism development, the attributes that they perceived as important, and their evaluation of the performance of those items, Importance-Performance Analysis (IPA) was chosen to analyze the data. IPA is an analysis technic found by John A. Martilla and John C. James. IPA is a low-cost and easily understood technic (Martilla & James, 1977; Oh, 2000) that will provide important information on the area that is performing well, and those that are needing more attention and consideration (Martilla & James, 1977).

IPA can also be used as a marketing tool in suggesting management strategies (Hong, et al., 2020; Cai, et al., 2021). IPA will produce a grid of 4 quadrants on which an attribute will be plotted to show its importance as well as its performance (Martilla & James, 1977; Oh, 2000; Hong, et al., 2020; Jou & Day, 2021; Addas, Maghrabi, & Goldblatt, 2021). Due to its simplicity and easiness to use, IPA has been widely used in various disciplines such as tourism, education, health, and ecosystem service (Addas, Maghrabi, & Goldblatt, 2021), as well as customer satisfaction (Phadermrod, Crowder, & Wills, 2019).

Given criticism pointed at IPA (Matzler, et al, 2004) as well as recommendations for its improvement, especially when used in research concerning satisfaction (Oh, 2000; Arbore & Busacca, 2011), this article utilizes the original/traditional IPA based on the original work of Martilla and James (1977). The reason is that the research on which this article is based is not in the field of customer satisfaction. In this article, IPA is chosen because it will provide an accurate evaluation of destination attributes of Penglipuran Village through visitors' self-stated importance and performance. The attributes being researched are the tourism potentials resulting from previous research conducted by Suasapha, (2020). Those tourism potentials are the basis for developing a questionnaire for this research. The questionnaire consisted of 2 parts, the importance, and the performance. The scale for the questionnaire was also based on Martilla and James (1977), which is a 4 points-scale, ranging from 1 (unimportant), 2 (slightly important), 3 (Important), and 4 (strongly important) for the "importance" part of the questionnaire, and 1 (poor), 2 (good enough), 3 (good) and 4 (very good) for the "performance" part. The crosshair of the IPA quadrant was determined using

Median, instead of Mean value, as has been suggested by Martilla and James (1977). The analysis was done on Microsoft Excel and SPSS version 26.

RESULT AND DISCUSSION

A questionnaire consisting of 2 groups of items (Importance and Performance) has been sent to respondents. The items were constructed based on tourism potentials extracted from previous research mentioned above. There are 14 items for each variable. The validity and reliability tests for the questionnaire are as follows:

Validity and Reliability for Variable Importance

Validity and reliability for this article were done on a sample of 30 respondents. The case processing summary in table 1 shows that for variable importance, the

data are complete so none of them are excluded from the validity and reliability test.

Table 1. Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedur

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.874	14

Reliability statistics in table 2 show that the questionnaire is reliable to use. Cronbach's alpha value is above 0,6, as the minimum requirement for a questionnaire to be accepted as reliable (Hair et al, 2014). Item validity is shown in table 3.

Table 3. Item – Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. Possesses attractive tourist attraction	45.13	28.189	.210	.878
2. The environment is neat, well-arranged, clean and safe	45.07	26.409	.572	.866
3. Offers attractive tourist activities	45.23	26.116	.523	.867
4. The villagers are friendly	45.30	26.562	.423	.871
5. Accessible	45.60	25.421	.443	.872
6. Information about the village are well available	45.43	26.323	.405	.873
7. Sufficient tourist facilities	45.17	26.351	.602	.865
8. Sufficient supporting facilities	45.50	24.948	.723	.858
9. The destination is professionally managed	45.43	23.909	.744	.854
10. The destination management organization are professional	45.47	25.361	.568	.864
11. It is a popular tourist destination	45.93	22.685	.623	.864
12. Receiving a lot of positive online review from its visitor.	45.50	24.052	.670	.858
13. Entrance ticket price are legitimate.	45.47	25.430	.556	.865
14. Price of food, drink and souvenirs are legitimate.	45.47	25.775	.561	.865

Observing the corrected item-total correlation column of table 3, the correlation value (r) for each item is slightly above (0,3) as the minimum value to be considered a valid item (Hair et al, 2014; Field, 2017). Given that the questionnaire was developed from items extracted with Exploratory Factor Analysis (EFA), the r -value for this research is quite predictable. The EFA extracted factors from items that were derived from different research variables, such as tourist attraction, access, amenities, and ancillary service (Burkart & Medlik, 1976; Cooper, 2016; UNWTO, 2017; Fletcher et al, 2018). Therefore, when a factor is extracted from an analysis where those items were rotated, those rotations will ensure that each factor will be constructed by different items from a variety of research variables. Furthermore, the resulted factor also seems to be not closely related to one another, decreasing the correlation between those items. Therefore, r values for some items are slightly above 0,3, except for item number 1.

The correlation coefficient for item number 1 is 0,210. The value is below the minimum value of 0,3. Observing Cronbach's Alpha if Item Deleted column for item number 1, the value is 0,878. This value is 0,004 above the Cronbach's alpha shows on table 2 ($\alpha = 0,874$). This shows that if this item is to be deleted, it will only contribute to increasing overall reliability by as much as 0,004 points. Since the increase caused by its deletion will not be significant, and since also the item is important for this research, especially to have

a good understanding of the importance and performance of the tourist attraction of Penglipuran Village, based on Lester, Inman, & Bishop (2014), this item is not deleted.

Validity and Reliability for Variable Performance

The sample analyzed for validity and reliability consisted of 30 respondents. Table 4 shows that all of the data are valid and complete, thus none of them are excluded from the analysis.

Table 4. Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

The Cronbach's alpha is of a good value. It is above 0,6 as the minimum requirement to be considered reliable (Hair et al, 2014; Field, 2017), as shown in Table 5.

Table 5. Reliability Statistics

Cronbach's Alpha	N of Items
.882	14

To see whether all the items are to be kept in the questionnaire, the validity of those items was tested. The result is shown in Table 6.

Table 6. Item – Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. Possesses attractive tourist attraction	44.60	24.731	.507	.876
2. The environment is neat, well-arranged, clean and safe	44.17	25.799	.413	.880

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
3. Offers attractive tourist activities	44.87	24.051	.481	.879
4. The villagers are friendly	44.27	24.409	.570	.874
5. Accessible	44.50	24.534	.415	.882
6. Information about the village are well available	44.27	24.064	.639	.871
7. Sufficient tourist facilities	44.60	23.214	.650	.869
8. Sufficient supporting facilities	45.00	23.310	.510	.878
9. The destination is professionally managed	44.47	23.775	.662	.869
10. The destination management organization are professional	44.47	23.085	.797	.863
11. It is a popular tourist destination	44.47	24.740	.479	.878
12. Receiving a lot of positive online review from its visitor.	44.30	24.217	.691	.869
13. Entrance ticket price are legitimate.	44.50	23.914	.639	.870
14. Price of food, drink and souvenirs are legitimate.	44.67	24.644	.431	.880

The corrected item-total correlation of table 6 shows that all correlation coefficients are above 0,3 as the minimum value to be considered valid. Even though there are no items with a correlation coefficient below 0,3, as some of the r values for items on the importance variable, some of the r values for items on the performance variable are also slightly above 0,3. The explanation for this is that all the items on this variable are the same as those of the important variable. Therefore, they are constructed by items from different variables, contributing to its mild correlation

coefficient.

Since all items of two variables have been valid and reliable, the questionnaire is good to be used to collect data for the research

Importance-Performance Analysis

The survey was able to collect data from 157 respondents. Those data were then Importance-Performance Analyzed with IPA to produce quadrants as shown in picture 1.

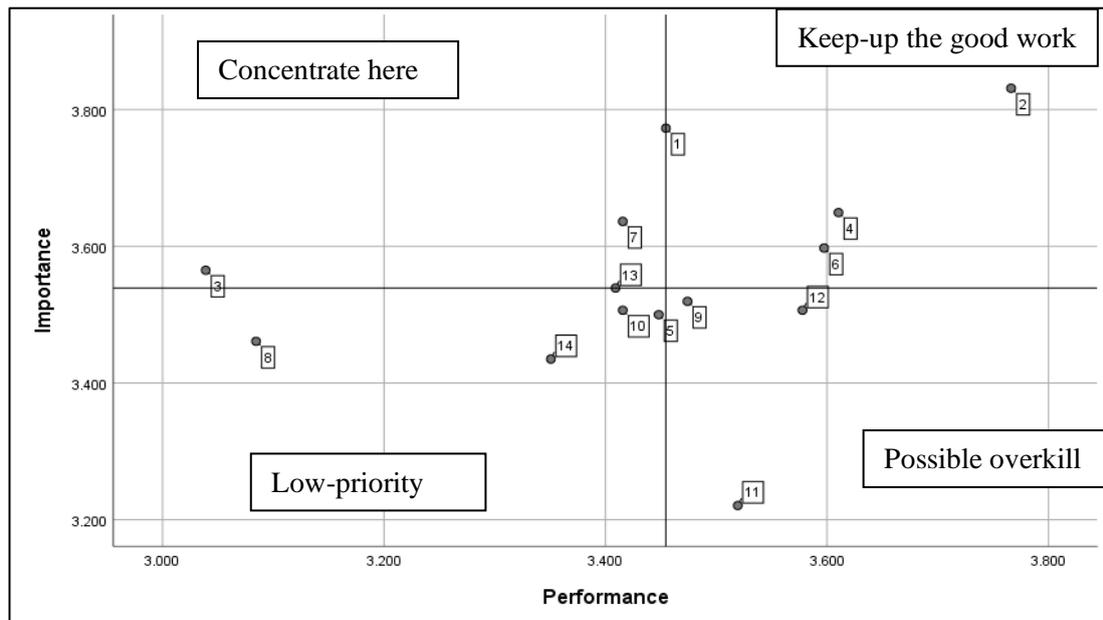


Figure 1. IPA Grid, Crosshair by Median

IPA produces four quadrants, divided by a crosshair of the X-axis indicating the importance and the Y-axis indicating the level of performance. The four quadrants are keep-up the good work quadrant, concentrate here, low-priority, and possibly overkill. The first 2 are placed above the X-axis, indicating their high importance while the latter two are placed below the X-axis indicating their lower importance. Quadrants Keep up the good work and the Possibly overkill located on the right side of the Y-axis, indicating their good performance, while the Concentrate here and the Low-priority located on the left side of the Y-axis, indicating their poor performance.

The first Quadrant – Keep Up the Good Work

Attributes plotted on this quadrant are considered important aspects of a destination that a visitor searches in a destination. They also perform impressively, complementing their important status in the minds of visitors. There are 3 items plotted in this quadrant. Those items are attribute number 2 “The environment is neat, well-arranged, clean and safe”, attribute number 4 “The villagers are friendly” and attribute

number 6 “Information about the village is well available”.

As a *Bali Aga* village, one of the most obvious characteristics of the environment of Penglipuran Village is the existence of an axis pointing North and South (*Kaja-Kelod*) that divided the village into 2 lines of settlement (Arimbawa & Santhyasa, 2010; Hakim & Setiadi, 2016), separated by an alley connected the most sacred part of the village in the north, with the most profane part of the village at the south. In between, there is a settlement area where villagers live. Therefore, along the North-South axis, the village is also divided into 3 areas based on the concept of *the Tri Mandala*. The first is the Northern part of the village, where two of the most important temples are placed, called *Utama Mandala*. The second is *Madya Mandala* or the settlement area. The third is *Nista Mandala*, located at the South-end of the axis, where the village’s cemetery is placed (Hakim & Setiadi, 2016; Sudarwani & Priyoga, 2018).

There are 76 traditional housing compounds in the Village of Penglipuran, with each having a representation on the village council or the *Ulu Apad* (Suasapha, 2018). Each of those traditional housing

compounds is also built based on the concept of Tri Mandala, which divides the compound into 3 parts. The holiest part is the house's temple, called *Utama Mandala*. The housing building is called *Madya Mandala*, while the toilets and stalls are placed in the *Nista Mandala*. For the houses on the right side of the alley, one will find *Nista Mandala* immediately after he/she enters the house. For those houses located in the western part of the alley, *Utama Mandala* will be found directly when a visitor enters the house (Sudarwani & Priyoga, 2018).

The existence of concepts such as *Kaja-Kelod* and *Tri Mandala* has made the settlement area of Penglipuran Village neat and well arranged. The cleanliness is well maintained, resulting in international recognition as the third winner of The Cleanest Village in the world in 2016. Other than clean, the village is also safe as the result of ongoing socialization and implementation of seven charms or *Sapta Pesona* (Ningrum, Hendradewi, & Nurbaeti, 2017).

The neat, clean and safe environment of Penglipuran has been perceived as important by the respondent of this research. It is also considered as having the most impressive performance. As the attribute related directly to the tradition and cultural aspect of Penglipuran Village, the management of Penglipuran Tourist Organization must strive to maintain this attribute to be one of the most important and well-performed attributes of the destination.

Penglipuran is known for its friendly people. As an attribute, the friendliness of local people is perceived as an important attribute by the respondent. This is due to the nature of most tourism products of Penglipuran Village as a cultural tourist destination that requires the visitor to interact with local people to better understand the cultural attraction of Penglipuran Village. This research finding concerning the importance of the friendliness of local people is supporting the finding of Sari & <http://ojs.unud.ac.id/index.php/eot>

Lestari (2021), who argued that the friendliness of Penglipuran Village is the second most commented aspect of Penglipuran Village. Since local community perception toward tourism may change as time goes by, it should be noted that this friendliness is also a subject of change, as it is dependent on some aspects of the impacts of tourism (Moraru et al, 2021). If they no longer enjoy the positive impact of tourism, that friendliness will change into resentment.

The respondent also appreciates the fact that tourism information about Penglipuran is easily accessible. The village itself has a website (<http://www.penglipuran.net>) that provides tourism information for those who require it, although the information is only available in Bahasa Indonesia. Trip Advisor is also a good source of information concerning Penglipuran.

The second Quadrant – Possibly Overkill

There are 3 attributes of Penglipuran Village that are perceived as not too important but its performances are good. The first of those 3 is attribute number 9 “The destination is professionally managed”, the second is attribute number 11 “It is a popular tourist destination” and the last is attribute number 12 “Receiving a lot of positive online reviews from its visitor”. This article shows that visitors are not concerned with whether the destination is professionally managed or not. As long as the destination is neat, well-arranged, clean, and safe, and as long as the people are friendly and there is a sufficient amount of information available on the destination, they will be happy. The most important thing for the visitor is likely the availability of attractive tourist activities, sufficient tourist facilities, and attractive tourist attractions at a destination rather than its management, or whether the destination is popular, or receives a lot of positive reviews from its visitors.

The third Quadrant – Low Priority

This quadrant consisted of 5 destination attributes of Penglipuran Village that respondents perceived as not important, and with poor performance. The first is attribute number 5 “accessible”, the second is attribute number 8 “Sufficient supporting facilities”, and the third is attribute number 10 “The destination management organization are professional”. The fourth is attribute number 13 “Entrance ticket prices are legitimate”, and the last is attribute number 14 “Price of food, drink, and souvenirs are legitimate”.

Accessibility, tourist facilities, and The DMO are essentially important parts of a destination. Along with the attraction, they represent the tourist qualities of a destination that determined the success of a destination’s development (Burkart & Medlik, 1976; Cooper, 2016; Fletcher, et al, 2018). Therefore, it is quite surprising that respondents perceived these 3 attributes as having low importance and also low on performance. The case is quite similar to attribute number 9 plotted on the second quadrant, showing that respondents may be unaware that cleanliness, tidiness of the environment, attractive tourist attraction, and available activities are the result of good management performed by a competent DMO. This result should not make the DMO feels that their work is not appreciated. They should keep on doing their job in leading, coordinating, and managing the destination through their managerial role, making sure that product development, planning, marketing, community, and stakeholder relation will benefit Penglipuran Village as a tourist destination.

The respondents also perceived that entrance ticket prices and food, drink, and souvenir prices are of low importance and low on performance. Price is related to product quality. When the product is perceived as of a low performance, as indicated with attributes plotted on the fourth quadrant, the respondent will feel that the quality of the product did not legitimate its price. The price is higher than the benefit

felt by a visitor who pays the price. Therefore, the plotting of these 2 attributes of price in this quadrant is consistent with the plotting of 3 attributes of product quality, especially the tourist activities, the attraction, and the tourist amenities in the fourth quadrant.

The fourth Quadrant - Concentrate Here

There are 3 attributes plotted on this quadrant. The first is attribute number 3 “Offers attractive tourist activities”, the second is attribute number 7 “Sufficient tourist facilities”, and the last is attribute number 1 “Possesses attractive tourist attraction”. Attribute “Offers attractive tourist activities” is perceived as important by respondents, but its performance is poor. The existence of tourist activities at Penglipuran Village is related to the variety of tourist attractions available. Little is known about the satisfaction of visitors toward the tourism products of Penglipuran Village. The only knowledge that exists on the topic is those published by Pertiwi, Kesumadewi, & Putri (2018) and Sari & Lestari (2021) which discussed the visitors satisfaction who enjoyed accommodation service provided by homestay at Penglipuran Village and on determinants of satisfaction and dissatisfaction of tourist visiting Penglipuran. Information on the visitors' satisfaction with other activities available in the village is still unknown.

Given little information available concerning the topic, this article shows that the Penglipuran Village Tourism Management Organization has not been able to prepare interesting tourist activities for those tourist attractions, therefore visitors perceived the quality of those activities as poor. Thus, it is important to focus on upgrading the available tourist activities as well as developing new tourist activities based on the strength of tourist attractions available in the area.

The tourist attraction is the most important attribute of the tourism system (Goeldner & Ritchie, 2012), especially the

tourism destination, that draws the visitor to visit the destination (Cooper, 2016; UN-WTO, 2017; Cooper, 2016; Fletcher et al, 2018). In this research, the attribute “possesses attractive tourist attraction” is considered very important, second only to “The environment is neat, well-arranged, clean and safe” as the attribute considered the most important. Viewed from the Y-axis, this attribute performs fairly according to the result of the analysis. Given its importance, as well as its fair performance, this attribute is plotted on the concentrate here quadrant rather than on the first quadrant, so that the Penglipuran tourism management organization will be alerted of the need to improve the performance of their tourist attraction.

Penglipuran Village boasts various tourist attractions, ranging from natural tourist attractions to cultural tourist attractions (Ningrum, Hendradewi, & Nurbaeti, 2017; Suasapha, 2020). Even though there is a variety of attraction available in the village, there are still potentials to be developed to provide more attraction to draw interest from the visitor, such as the *Ulu Apad* village governance system, inherited in the village and still being practiced until today (Suasapha, 2018). Developing the tourism potential into a tourist attraction will provide more power to strengthen the pull effect of Penglipuran Village as a tourist destination (Maulana, Ulinnuha, & Chandra, 2021).

CONCLUSION AND SUGGESTION

This article tries to discuss visitor evaluation of destination attributes of Penglipuran Village. Based on the result, this article concludes that there are 3 destination attributes of Penglipuran Village that are perceived as important by the visitor but unfortunately those attributes are not performing as their expectation. Those attributes are attribute number 3 “Offers attractive tourist activities”, the second is attribute number 7 “Sufficient tourist facilities”, and the last is attribute number 1

“Possesses attractive tourist attraction”. The 3 attributes are plotted on the fourth quadrant of the IPA, indicating that the tourism management organization of Penglipuran Village should concentrate on improving the performance of those attributes.

To improve the performance of those attributes, this article recommended the tourism management organization of Penglipuran Village prepare activities that will enable more engagement or interaction between the visitor and the community, rather than just tours, explanations, and pictures. Activities such as those that involve the visitor in some of the daily life processes in the village can be a good starting point. Involving visitors in the process of making the traditional drink, traditional snack or souvenir are some of the alternatives that can be taken.

This paper also recommended developing another tourist attraction, such as introducing more about the village's most distinguishing feature, the *Ulu Apad* as the traditional governance system of Penglipuran Village. The tourism management organization can start by explaining *Ulu Apad*, and package it as a guided tour visiting spots inside the village that are related to the practice of the governance system. This will allow for the tangible and intangible parts of the *Ulu Apad* to be learned and directly observed by the visitor.

Tourism facilities are also an important attribute that performing poorly according to the visitor. Therefore, this paper recommended the tourism management organization conduct another research to better understand the perception of the visitor toward tourism facilities in the village.

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