TOURIST SATISFACTION AT CULTURAL DESTINATION

(A CASE STUDY OF SAUNG ANGKLUNG UDJO BANDUNG, WEST JAVA, INDONESIA)

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ABSTRACT

This study is aimed 1. to examine cultural destinations attribute, 2. to examine factor of tourist travel behavior characteristics and 3. to develop tourist satisfaction in Saung Angklung Udjo Bandung.The sampling using an incidental technique with the number of respondents as many as 400 tourists. The variables used, first is tourist satisfaction as a dependent variable, and the independent's variables are cultural destination attribute and tourist travel behavior characteristic. The correlational analysis, multiple linear regression analysis and multivariate analysis of variance are conducted to analyze this research.The cultural destination attribute has positive effects on tourists satisfaction and significant differences between experience visit Saung Angklung Udjo for interest re-visit Saung Angklung Udjo as the cultural destination with overall respondents' satisfaction.

From this research, researchers can add the knowledge and experience related tourist satisfaction, and it is also expected that the researcher in practice can use the existing theories in this study. Otherwise, cultural destination especially Saung Angklung Udjo in Bandung, West Java, Indonesia get more knowledge regarding tourist satisfaction, from that satisfaction can help administrators and marketers to more understand customers and ensure their want are fully meet. For the readers: The result of this research can be used as a reference and can be useful for scientific documentation for the readers. This research also helps for readers increase the knowledge and insight visitor's satisfaction with experience cultural tourism especially SaungAngklungUdjo, Bandung, West Java.There are some limitations of research: 1. The research period used in this study relative short and 2. Most of the tourist in Saung Angklung Udjo is a student under 15 years old.

Considering the high development of tourism in Indonesia, especially in the field of cultural destination, bringing many marketers who preserve the culture in Indonesia, one of them Saung Angklung Udjo. The owner of a tourist destination to have knowledge about the importance of promoting a culture that they provide to tourists, they should know the destination attributes and tourist satisfaction, they also should know the effect both of that case. Thus, on the basis of these researchers conducted the study by taking the title"Analysis cultural destination attribute and tourist travel behavior characteristics on tourist satisfaction: A case Saung Angklung Udjo, Bandung, West Java, Indonesia".

Keywords: *Cultural Destination Attributes; Tourist Satisfaction; Tourist Characteristics; West java; Indonesia*

INTRODUCTION

WTO (2004) frequently quoted cultural tourism as being one of the largest and fastest growing segments of global tourism. Tourists visited the cultural sites to obtain the authentic experiences and added some values when they compared to other traditional products. After visiting the cultural sites, some of the tourists feel satisfied, and they want to revisit also suggest their relatives via mouth-to-mouth (the fastest technique marketing), it will affect the economic development of the tourist attractions. One of the country who has leading tourism industry in segment cultural tourism in Indonesia.

Considering the high development of tourism, especially in the field of cultural destination in Indonesia, that bringing many marketers to preserve the culture in Indonesia and one of them is Saung Angklung Udjo.

In Bandung – West Java, there is one–stop cultural workshop to conserve Angklung, the name of the place is Saung Angklung Udjo. This place has bamboo handicraft center, bamboo instrument workshop, and performance venue.On November 18, 2010, UNESCO confirmed that Angklung is Indonesia's heritage and must be preserved. The importance of promoting a culture that they provide to tourists, they should understand the knowledge, the destination attributes, and tourist satisfaction. Moreover, they also should capable to analyze the effect of both cases.

However, the research study of Richards (2002) shows that to sustain the competitive business in the tourism industry, tourist satisfaction is considered as a crucial element.Measuring tourist satisfaction is important to the successful destination

marketing since it is directly linked to destination choice, consumption of products and services, and repeat business (Kozak and Rimmington, 2000).

Three main objectives were defined: first, to examine cultural destinations attribute, second is to examine factors of tourist travel behavior characteristics and last is to develop tourist satisfaction in Saung Angklung Udjo Bandung, West Java, Indonesia. Thus on the basis of these, researchers conducted the study to find factor influence of cultural destinations attribute on tourist satisfaction and find any significant influence of tourist satisfaction among different tourist travel behavior characteristic.

LITERATURE REVIEW

Cultural Destination Attributes

Cultural tourism is defined by the World Tourism Organization (2012) as "trips, whose main or concomitant goal is visiting the sites and events whose cultural and historical value has turned them being a part of the cultural heritage of a community."

Boit and Doh (2014) separate several attributes to three dimensions related to cultural destinations. Three dimensions that they use are destination environment (price level in the area, weather, accessibility, wilderness/remoteness, personal safety, transportation, culture), atmosphere (quality of service, lack of language barrier, relaxing, exotic atmosphere and reputation), and tourism resource (natural attraction, activities offered in area and hospitality).

Tourist Characteristics

The understanding about characteristics of tourists are needed and often used for determining the behavior of tourists who become the main focus in the marketing of cultural heritage and as a reference for analyzing market segmentation and marketing efforts to implement the strategy, it is for (Misiura, 2006). The characteristics of tourists are.

Tourist characteristics grouped into two categories (Foster, 1985). The first one is the socio-demographic characteristics of tourist that include gender, age, education, and income level. Second, the characteristics of tourist behavior which includes motivation, attitudes and the desires of tourists.

Tourists' characteristics, in this case, using to explain the differences in tourists' attributes and tourists' satisfaction. For this case, tourists' travel behavior characteristics include previous visitation, their desire to choose a destination within certain period, duration of stay, group membership, and destination information sources (Huh, 2002).

Tourist Satisfaction

Richards (2002) stated that "satisfaction is considered a crucial element to sustain the competitive business in the tourism industry". Tjiptono (2004) conveyed that the tourist satisfaction consists of 1. Conformity expectations, 2. Interest re-visits, 3. Willingness recommends. Arowosafe and Emmanuel (2014) investigating 'The Indicators for Tourist Satisfaction at Ghana' by using two indicators such as repeat their visit and invite other persons in order to enjoy the destination. Hassan and Shahnewaz (2014) conducted a research and using 3 indicators to measure tourist satisfaction at Cox's Bazar Sea Beach, Bangladesh such as confirms expectation; willingness recommends measuring tourist satisfaction and dissatisfaction.

The 3 selected indicators are based on previous studies (Tjiptono, 2004) which were similar to this study. These attributes include confirms expectations and interest re-visit willingness recommends.

METHODS

The method used in this research is a descriptive correlational method. Sudjana, Nana and Ibrahim (2007) explain the understanding and descriptive research methods of correlation, "the relationship between two or more variables, namely the extent of the variation in the variables associated with other variables."

The unit of analysis in this study is specific units were calculated as a research subject. In another sense, the analysis unit is defined something that is related to a focus/component studied. The unit of analysis in this study is that tourists who come to Saung Angklung Udjo, Bandung, West Java.

In this study consists of 2 type variables: first, the independent variables are cultural destination attribute and tourist travel behavior characteristic, the second variable is tourist satisfaction as dependent variables. Of any questions related to both variables is measured using a Likert scale.

In filling out the questionnaire, the respondents must choose one of five (5) point. The scoring top choice answers to questions were significantly positive and negative, from very disagree (1) to very agree (5).

The questionnaire used in this study consisted of two sections. The first section is exploring the destination attributes and the second section is measuring tourist satisfaction in Saung Angklung Udjo. Respondents were requested to give a score to each of the 15 attributes and for tourist satisfaction with 3 indicators using ranging from very, disagree (1) to very agree (5).

Questionnaires were distributed based on population (the average of guest arrival) for a month. There are 20.495 (twenty thousand and four hundred ninety-five) tourists who visited the destination every month. In determining the number of samples from a population of Saung Angklung Udjo Bandung, this study using Slovin formula by Sugiyono (2012) with a standard error of 5% (five percent), there are 392 (three hundred and ninety-two) tourists. However, to minimize the probability of mistake during spread the questioner, the samples rounding to be 400 tourists as a data source.

After implementing data collection by using the method of observation and questionnaires, the data were collected and examined for completeness and can be processed afterward. In the process, the necessary questionnaire is completeness whether it has all been filled by the respondent or the respondent refused to answer or forget to fill it, that's what should be questioned again on respondents. Before we process prior to the data, the quantitative data that we want to analyze should be arranged in the form of ranking.

Hence, this research is implementing several statistical analysis measurements using analysis tool software SPSS for Windows, for instance, descriptive, frequencies, factor analysis, correlation analysis, multiple regression, and MANOVA (multivariate analysis of variance) according to the respective objectives of the study.

RESULT AND DISCUSSION

In this research, the data result that obtained from 400 participants were identified. As mentioned in the previous chapter, the visitors above 15 years old that have been to Saung Angklung Udjo Bandung during May 2017 within a 1-month period were chosen and eligible to become the participants.

Profile of the respondents divided into two types, demographic characteristics and travel behavior characteristics. First, the respondents' demographic characteristics revealed that the distribution of the gender was quite evenly distributed, even though slightly dominated with 63.2% female respondents and most of their nationalities (89.7%) are Indonesian, which is reflecting that domestic tourists are still the majority. The dominant age group of the respondents was 25 to 30 years (24%) with the last education are Bachelor Degree (49.75%). The result shows the quite relative high educational attainment of the respondents. From Occupancy respondent's side, 30.5% of the respondents are Private employees with annual income every month is Rp1.000.000- Rp6.000.000 ($100-$600) with percentage 42.75%.

For the second profile of respondent is the travel behavior characteristics. The category of the number of previous visits to the cultural destination, 73% of the respondents have previous experience with cultural destination and most of the respondents have been visited Saung Angklung Udjo before less than 3 times (68%). Around 48% of the respondents planned less than 3 months and stayed for 1 to 3 days (66%%) in Bandung and around. Most of the respondents (42%) traveled with their family members. The respondent got the information about Saung Angklung Udjo from several sources. The highest source is from the internet (32%), In this category, respondents allow to choose more than one where they get the information.

There are 3 listed of dimensions attribute with 15 attributes of Saung Angklung Udjo as a cultural destination. The highest dimension is tourist resource with mean 4.33 and the lowest dimension is destination attributes with mean 4.03. The total mean value of cultural destination attributes is 4; it is indicated that tourist is agreed Saung Angklung Udjo can provide good and high destination attributes to the tourist.

Respondents were also questioned about their overall level of satisfaction with Saung Angklung Udjo with include 3 indicators, consist of 1. conformity expectations, 2. interest re-visits, and 3. willingness recommend. From the research findings, respondents indicated that they are satisfied with Saung Angklung Udjo. 22.5% respondents were neutral in their opinions and 1% of the respondents were dissatisfied. The mean value of respondent's overall perceived level of satisfaction was 4, which tended toward the satisfaction scale. This suggests that Saung Angklung Udjo provides tourists with a satisfactory experience.

Hypothesis 1

H1: Cultural destination attributes has a positive significant influence to the overall tourist satisfaction in Saung Angklung Udjo Bandung, West Java, Indonesia.

The measurement of two variables using correlation coefficient

In this research, the linear strength between the tourist satisfaction indicators (conformity expectations, interest re-visit, and willingness recommend) and cultural attributes (tourism Resource, destination environment, and atmosphere) was measured by using correlation coefficient.The correlation between tourist satisfaction and three attributes was positive and was significant at the 0.01 level.

The result shows that the highest correlation between an indicator of willingness recommend on overall satisfaction and destination attribute has the highest strength with r=1.427**. The study also indicated that atmosphere dimension in the cultural destination attribute and overall satisfaction has the highest strength with r=1.580**. The lowest correlation between the indicator of willingness recommend on overall satisfaction, and destination attribute has the highest strength with r=1.427**. The study also indicated that atmosphere dimension in the cultural destination attribute and overall satisfaction has the highest strength with r=1.580**.(Table 1)

Therefore, these study indicated that the correlation between atmosphere attributes on willingness recommends (.595**) has the highest strength than other correlation. As the results, there might be a sufficient correlation between tourist satisfaction and cultural destination attributes, which is supporting the hypothesis 1.

Multiple regression analysis

In order to further reveal support for hypothesis 1, the three attributes were utilized in the analysis of multiple regression because it gave the most representative interpretation of the independent variables. The independent variables were shown to standardized factor scores (beta coefficients). In the regression equation, the remained significant factors were important in terms of the beta coefficients. The five points of a Likert-type scale was employed to measure the dependent variable and satisfaction level as an indicator of tourists' satisfaction in Saung Angklung Udjo Bandung West Java, Indonesia.

The equation for tourists' overall level of satisfaction was expressed by the following equation:

$$Y_s = \beta_0 + B_1X_1 + B_2X_2 + B_3X_3$$

Table 2 presented the analysis result by using regression. The multiple correlations of determination (R2) and F ratio were assessed to estimate the quality of the model of regression. Initially, the R of the independent variables on the dependent variables is resulting 0.644. This result presents the positivity and high levels of overall tourists' satisfaction. Second, the R2 had a value of 0.414 which is assuming that the three attributes explained 41% of tourists' satisfaction variance. Finally, the F ratio of 93.364 (p=0.00) was considered significant. This regression model resulting a significant level of goodness-of-fit from the variance of tourists' satisfaction in association to the three attributed, as assessed by the R. R2 and F ratio. Put differently, at least one of the three attributes was significantly contributing the tourists' satisfaction of the Saung Angklung Udjo Bandung, West Java.

In the regression analysis, the beta coefficients could be used to explain the relative importance of the three attributes (independent variable) in contributing to the variance in tourist satisfaction (dependent variable). As far as the relative importance of the three dimensions of cultural destination attributes is concerned, first is atmosphere attribute (β_2=0.370, p=0.000) carried the heaviest weight for tourists' overall satisfaction, followed by tourism resource attributes (β_3=0.301p=0.000), and destination environment(β_1=0.142, p=0.000). From the results above, it illustrated that a one-unit increase in both satisfaction and atmosphere attributes produced a 0.370 unit increase in tourists' satisfaction in Saung Angklung Udjo, while the rest of variables assumed for being held constant. Finally, it can be concluded that all underlying dimensions are considered significant. Hence the analysis results of multiple regression are supporting the hypothesis 1.

Hypothesis 2

H$_2$: There is a significant influence of tourist satisfaction among different tourist travel behavior characteristic.

Multivariate analysis of variance (MANOVA)

To identify the hypothesis 2, multivariate analysis of variance (MANOVA) was operated. This study made use of MANOVA to measure the influence of the tourist travel behavior characteristics on tourist satisfaction of Saung Angklung Udjo. The results of the analysis are presented in Table 3.

In travel behavior characteristics of tourists, the results of MANOVA revealed that there is no significant difference in overall satisfaction (included conformity expectations, interest re-visit and willingness recommends) of the respondents in terms of past experience visiting cultural destination(F=1.944[b], Sig.=.122), decision time taken to select a destination(F=1.045[b], Sig.=.395), length of stay(F=.543[b], Sig.=.776), membership in a group(F=.435, Sig.=.950), and sources of information(F=.393, Sig.=.966). However, the results illustrate significant differences is found in past experience visit to

Saung Angklung Udjo (F=2.304, Sig.=.015*). The study shows that the respondents, who had a visit to Saung Angklung Udjo earlier, are more satisfied than the tourist, who have never visit Saung Angklung Udjo.

After conduct MANOVA, the next step is univariate analysis. Univariate analysis in this study to know the condition or subset that different rates between two or more variables.

From the table 4, with a 5% singular rate, it can be concluded that there are different meanings between two different rates of past experience visit Saung Angklung Udjo and tourist satisfaction (conformity expectations, interest re-visit, and willingness recommends). The result shows that interest re-visit in indicator of tourist satisfaction has significant difference past experience visit Saung Angklung Udjo with mean: 2.880 (Sig.007**).

The performance of past experience and tourist satisfaction determinant by revisit. To promote repeat visit to the destination, it is important to know the determinants of their intention to return. In doing so, the factors influencing this variable can be examined and improved in order to increase the number of repeat visits at a destination

With 5% singular rate it can be concluded that there is an average difference of 2 variables with points and other points. The results show that the highest level (4.377) of past experience is linked to the tourists have been visiting Saung Angklung Udjo "3-5times". The result shows that interest re-visit mean among different past experience. That 2 (often "3-5 times") bigger than 4 (never) and it significant.

In conclusion, the study shows that there are significant differences between past experiences visit Saung Angklung Udjo for interest re-visit Saung Angklung Udjo as the cultural destination with overall respondents' satisfaction. It means we accept hypothesis 2 that "there is a significant influence of tourist satisfaction among different tourist travel behavior characteristic by past experience".

CONCLUSION AND SUGGESTION

The result shows that the highest correlation is between tourist satisfaction (willingness recommends) and destination attribute with r=1.427**. The study also indicated that atmosphere dimension in the cultural destination attribute and overall satisfaction has the highest strength with r=1.580**.

In the regression analysis, the beta coefficients could be used to explain the relative importance of the three attributes (independent variable) in contributing to the variance in tourist satisfaction (dependent variable). As far as the relative importance of the three dimensions of cultural destination attributes is concerned, first is atmosphere attribute (β_2=0.370, p=0.000) carried the heaviest weight for tourists' overall satisfaction, followed by tourism resource attributes and destination environment. The results revealed that a one-unit increase in the satisfaction with the attributes of the atmosphere would create a 0.370 unit increase in tourists' satisfactionat Saung Angklung Udjo, other variables being held constant.

As a conclusion, all underlying dimensions are resulted significant, which means that the analysis results of multiple regression are supporting the hypotheses 1. The cultural destination attributes have a positive significant influence to the overall tourist satisfaction, while other variables being held constant.

The results of this study together with the theory expressed by Kumaran, Kannan, and Milton (2003) that tourist satisfaction if the tourist destination exceeded their expectations and they will recommend the destination to their friends and relatives. This study is also consistent with research by Vareiro, Ribeiro, and Remoald (2015) that the destination attributes and tourist satisfaction in a cultural destination are significant and have a good level of overall satisfaction. Otherwise, it also has a positive influence on the intention to repeat the tourist visit.

According to the findings, several recommendations that suggested are potentially impacting the increase of tourists' satisfaction in Saung Angklung Udjo West Java, Indonesia. The results of the study revealed that even if three attributes (destination environment attributes, atmosphere attributes, and tourism resource attributes) have a significant relationship with the overall satisfaction of tourists. Atmosphere attributes were suggested to be more significant in affecting the overall tourists' satisfaction than other attributes such as destination environment and tourism resources. This result might be useful as a guide to the management and professional marketers in arranging their new strategies to maintain and develop the level of competitiveness among others. Moreover, they should be focusing more on boosting the overall tourists' satisfaction. For instance, developing the content of their brochures, social media, and website of Saung Angklung Udjo. The content should be representative enough to embrace their unique art and attractions, local handicrafts, traditional architectures, and natural sceneries, as part of tourism resource and atmosphere attributes.

In addition, tourism managers and marketers should improve quality of their destination environment such as special events, tour packages, accessibility, information centers, accommodations, and transportation especially for disabling tourist.

Furthermore, the tourism marketers should enhance their destination environment quality such as events, tour packages, accessibility, information centers, accommodations, and transportation especially for disabling tourist. Hence, this research trying to examine the importance of cultural destination attributes as perceived by the tourists that have been to Saung Angklung Udjo.

The statistical measurement such as multivariate analysis of variance (MANOVA) was utilized to identify the discrepancies in the derived factors of tourists' characteristics in travel behavior. The findings revealed that the results illustrate significant differences is found in past experience visit to Saung Angklung Udjo (F=2.304, Sig.=.015*).

In conclusion, the study shows that there are significant differences between past experience visit Saung Angklung Udjo for interest re-visit Saung Angklung Udjo as the cultural destination with overall respondents' satisfaction.

The results of this study together with the theory expressed by Shahrivar (2012) that there is significant overall tourist satisfaction travel behavior characteristics by past experience. Chi and Qu (2009) mention that the performance of destination attributes determines visitor satisfaction and future behavior, such as revisit and word of mouth publicity.

From the results of a study, promote repeat visits to a destination is important to know the determinants of their intention to return. In doing so, the factors influencing this variable can be examined and improved in order to increase the number of repeat visits at a destination. This study also provides some insights that may help tourism marketers develop their destination to make tourist more satisfied. And also, the highest tourist behavior is by past experience, can be useful to tourism management to improve, manage and keep a relationship with tourist.

In addition, tourism marketers can develop and create the new strategy to spread information about Saung Angklung Udjo more effectively. Management should make special services and products that make tourists revisit. For example, marketers can make a special promotion package special for tourist who has been visited Saung Angklung Udjo. Not only that, to make tourists interest re-visit maintain a relationship with the potential tourist and make destinations more attractive.

As a conclusion, to achieve the distinctive marketing strategies in the cultural tourism market, the great understanding of tourists' that visit the destination is needed and impactful.

There is a need for further research to examine other factors that influence tourist satisfaction, such as destination image, service provider and decision-making process and another variable not in this research.

In this study there are some limitations of research, among others as follows: The research period used in this study relative short from May to July 2017, which is known in Indonesia in that months most of the people fasting and make Saung Angklung Udjo low season for tourist. Most of the tourist in Saung Angklung Udjo is a student under 15 years old, it makes researcher quite difficult to spread the questionnaire, because of a lot group of elementary student visit.

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Table 1 Pearson correlation coefficients between cultural destination attributes and tourist satisfaction

Cultural destination attributes	Tourist satisfaction							
	Conformity expectations		Interest re-visit		willingness recommend		Total	
	r	Sig.	r	Sig.	R	Sig.	r	Sig.
Destination environment	.372**	.000	.300**	.000	.332**	.000	1.004	.000
Atmosphere	.459**	.000	.526**	.000	.595**	.000	1.580	.000
Tourism resource	.443**	.000	.516**	.000	.500**	.000	1.459	.000
Total	1.274	.000	1.342	.000	1.427	.000	1.125	.000

**sig<.001

Table 2 Multiple regression results of tourist satisfaction based on the dimensions of cultural attributes

Model Summary

R	R2	Adjusted R2	Std. Error
.644ᵃ	.414	.410	.56674

Analysis of Variance

	Sum of Squares	df	Mean Square	F	Sig.
Regression	89.965	3	29.988	93.364	.000ᵇ
Residual	127.195	396	.321		
Total	217.160	399			

Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.276	.249		1.107	.269
Destination environment	.180	.053	.142	3.402	.001***
Atmosphere	.379	.047	.370	8.157	.000***
Tourism resource	.344	.050	.301	6.839	.000***

*** sig<.001

*** sig<.001

Table 3 Multivariate test of tourist satisfaction among different tourist travel behavior characteristic; Dependent variable included conformity expectations, interest re-visit and willingness recommends

Sources of variation	Wilks' Lambda	F	Hypothesis df	Error df	Sig.
Past experience					
1. Visit cultural destination	.985	1.944[b]	3.000	381.000	.122
1. Visit Saung Angklung Udjo	.948	2.304	9.000	927.404	.015*
Decision time is taken to select destination	.984	1.045[b]	6.000	762.000	.395
Length of stay	.992	.543[b]	6.000	762.000	.776
Membership in a group	.986	.435	12.000	1008.323	.950
Information Source	.988	.393	12.000	1008.323	.966

*sig <.05, **sig < .01, ***sig < .001

Table 4 Univariate test of tourist satisfaction among different past experience visit Saung Angklung Udjo; Dependent variable included conformity expectations, interest re-visit and willingness recommends

Sources of variation	Dependent variable	Sum of squares	df	Mean square	F	Sig.
Past experience visit Saung Angklung Udjo	Conformity expectation	2.961	3	.987	1.587	.192
	Interest re-visit	8.639	3	2.880	4.057	.007*
	Willingness recommends	3.260	3	1.087	2.033	.109

*sig <.05, **sig < .01, ***sig < .001

Table 5 Multiple comparisons of interest re-visit mean among different past experience visit Saung Angklung Udjo

Past experience visit Saung Angklung Udjo	Mean	Std. Deviation	(1)	(2)	(3)	(4)
(1) Ever "less than 3 times"	4.096	.809	-	-.2818	-.0711	.2132
(2) Often " 3-5 times"	4.377	.814	-	-	.2107	.4950*
(3) Very often "more than 5 times"	4.167	.816	-	-	-	.2843
(4) Never	3.882	.993	-	-	-	-

*sig < .05, **sig < .01, ***sig <.001

Table 6 Significant differences are found in past experience visit to Saung Angklung Udjo

Sources of variation	Wilks' Lambda	F	Hypothesis df	Error df	Sig.
Past experience					
Visit to Saung Angklung Udjo	. 948	2.304	9.000	927.404	.015*