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## Analysis Tourist Satisfaction on Bukit Kubu, Berastagi North Sumatera, Indonesia

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### **Abstract:**

*This study aims to test and find out whether experience significantly influences tourist satisfaction through destination image on the Bukit Kubu attraction. The sampling technique in this study is accidental sampling. The sample used was people who were visiting the Bukit Kubu tourist attraction. Data collection was carried out by distributing questionnaires with a Likert scale system distributed to 91 respondents. The data obtained were then tested using a validity test technique and a reliability test using SPSS program assistance. After that proceed with data analysis with the Structural Equation Modeling (SEM) approach using the Partial Least Square (PLS) method with the help of Smart PLS 3 software. The results of the study show that the experience variable has a significant effect on destination image and tourist satisfaction variables.*

**Keywords:** Satisfaction, tourism

### 1. Introduction

Tourism is a service trade industry that has a complex regulatory mechanism because it covers the movement of tourists from their home country, in the tourist destination to return to their home country which involves various things such as transportation, lodging, restaurants, tour guides, an image of tourist attractions and others. Therefore, the tourism industry plays a very important role in developing tourism. In carrying out its role, the tourism industry must apply the concepts and regulations as well as the applicable guidelines in the development of tourism to be able to maintain and increase the number of tourist visits which will ultimately lead to economic benefits for the tourism industry and the local community. Competition in the business sector, especially in the increasingly fierce service sector, is followed by advances in science and technology that are increasing rapidly bringing considerable environmental influence so that each company must place its orientation on tourist satisfaction as its main goal. This situation is evident from the many companies that include their commitment to customer satisfaction in mission statements, goals and advertisements. Besides, many companies are aware that tourist satisfaction is a demand for a commitment to the government or the company must provide or implement various strategies to retain tourists. In the world of tourism, it is known that destinations as tourist destinations, which are part of tourism products. Thus, tourism marketing is a strategic process of marketing tourism resources in the form of destinations or tourist attractions. This is reinforced by Holloway and Robinson's opinion (1995) as follows: "Marketing is a strategic process that aims to fit the resources of a destination to the opportunities that exist in the market. It is as much about retaining tourists as it is about winning new business. Marketing as a 'continuous, sequential process through which management plans, researches, implements, controls and evaluates activities designed to meet customers' needs and their own organizations 'objectives' (Morrison, 2018). Marketing is a way of selling products to consumers. It is performed to make that company owners get results from what they create (Ritonga, Siahaan, & Suginam, 2017). There are many natural attractions are in Karo District, North Sumatera. One of them is the tourist attraction of "Bukit Kubu" which is located in Lau Gumba Village, Berastagi. Attraction "Bukit Kubu" is a highly recommended tourist location for family tourism, with the appeal of vast green grasslands with clean and fresh air.

### 2. Statement of the Problem

- Does experience affect the destination image of the tourist attraction "Bukit Kubu", Berastagi?
- Does experience affect tourist satisfaction on the "Bukit Kubu" attraction, Berastagi?
- Does destination image influence tourist satisfaction on the "Bukit Kubu" attraction, Berastagi?
- Does experience through destination image satisfaction affect tour satisfaction on the "Bukit Kubu" attraction, Berastagi?

### 3. Literature Review

#### 3.1. Tourist Satisfaction

Satisfaction is created by the comparison of the customer's expectations before and after consumption. In the tourism context, satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experiences (Aliman, Hashim, Wahid, & Harudin, 2016).

In the tourism industry, tourist satisfaction is an important part of being able to compete competitively. In the marketing of tourist destinations, the measurement of tourist satisfaction must consider the objectives, products, and services (Meng, Tepanon, & Uysal, 2008). To collect information from tourists related to a tourist destination, it is necessary to conduct a survey properly. The methodology used is to ask tourists to assess the attributes of attractions based on a predetermined scale (Alegre & Garau, 2010)

According to Severt et al, the definition of tourist satisfaction is the extent of the tourist's fulfillment pleasure which occurs from the trip experience about a product or service feature that fulfills the tourist's desires, expectations and wants in association with the trip (Severt, Wang, Chen, & Breiter, 2007)

According to Aliman, N.K et al from her study, they have 5 dimensions of tourist satisfaction, such as expectation, perceived quality, perceived value, destination image and cost and risk (Aliman et al., 2016)

Kotler and Keller (2010: 211) say that tourist satisfaction is the level of one's feelings after comparing the performance of the product/service he feels with his expectations. It can be concluded that tourist satisfaction is a comparison between the performance of products produced with the performance felt by tourists. If it is below expectations, tourists are not satisfied. If performance meets expectations, tourists are satisfied. If the performance exceeds expectations, tourists are very satisfied or happy.

### 3.2. Experience

Experience or often referred to as experience can be defined as a personal event that occurs in response to several stimuli. According to Zatori from his study experience-involvement as a concept is introduced by the authors and it is defined as personal, real time involvement in the consumption of a given experience. Some experiences can be highly involving and engage emotions. The paper argues that this is what describes real time experience consumption and formation most appropriately, hence it justifies the introduction of 'experience involvement' a measurement tool for on-site experiences (Zatori, Smith, & Puczko, 2018)

The experience or experience of a tourist in the tourism industry is often also called the customer experience. Customer experience blurs traditional distinctions between products and services because of its focus on customers' value-in-use, which arises from combinations of products and services (Maklan & Klaus, 2011). According to Schmitt (2008:17) "Customer Experience Management (CEM) is the process of strategically managing a customer's entire experience with a product or a company". Customer experience management is a strategic process in managing or implementing customer experience with a product or company.

Customer Experience Quality (EXQ) to identify the dimensions, and their attributes, that explain its most important marketing outcomes: loyalty (defined as repurchase of the mortgage), word-of-mouth recommendation (Samson 2006) and satisfaction (Maklan & Klaus, 2011)

According to Lamb (2011: 62), there are 5 dimensions of customer experience, including:

- Sense is related to style (style), verbal and visual that can create the integrity of an impression. Marketing approach with the aim to feel by creating experiences related to feelings through review by touching, feeling, and kissing in other words related to the five senses, which includes about style, theme and color.
- Feel. Feelings here are very different from sensory impressions because this is related to the mood and emotions of one's soul. This is not just about beauty, but the mood and emotions of the soul that can arouse happiness or even sadness. Is a feeling of emotion that arises from the heart in a positive and happy feelings that occur when consuming. The element of sense includes the mood and feelings or positive emotions.
- Think is a creative thought that arises in the minds of consumers about a brand / company or a customer is invited to engage in creative thinking. The principle of think consists of 3 namely surprise, intrigue, and provocation.
- Act deals with real behavior and lifestyle of a person. This relates to how to make people do something and express their lifestyle. The marketing strategy Act is designed to create a customer experience that is related to body movements or in other words the movements and interactions that arise. Act Experience includes flesh related to the body, not only bringing sensations and perspectives about the outside world, motor action (machine action) also works to the fullest which can cause interaction (interact), because it is closely related to physical behavior on lifestyle and from parties parties who interact.
- Relate is an effort to connect himself with others, himself with the brand or company, and culture. This relates to a person's culture and reference group that can create identity. A marketer must be able to create an identity (generation, nationality, ethnicity) for his customers with the products or services offered. Marketers can use culture in advertising and Web design campaigns that are able to identify specific customer groups.

### 3.3. Destination Image

Destination attribute plays an important role in tourists' evaluation of the attractiveness, image, and satisfaction of a particular destination (Meng et al., 2008)

In a study of French tourists' perceptions (pre- and post-visitation) of certain destination attributes in Ireland by using the importance-performance analysis, the following five attributes were rated by the tourists as the highest importance: the beauty of scenery, the welcome of people, the potential of discovery, good environment, and tranquility (Meng et al., 2008)

Sach (2010: 171) argues that image is knowledge about us and attitudes towards us who have different groups. Image is the impression, feeling, and image of the public towards the company. Lee et al., (2013) explained that the key

factor for the success of a tourist destination is the ability to compete with other tourist destinations. Tourist destinations must know their competitive position and potential compared to other tourist destinations to be able to compete in the tourism market (Lee, Choi, & Breiter, 2016)

Developing a tourist attraction in a tourist destination cannot release components of attractions, accessibility or facilities because these three components can make the attraction of a tourist attraction. The management of these three components will have a positive impact on the image of a tourist attraction. The image of a tourist attraction is a function of experience that is as good as consumers' expectations of tourism products or services, then the result is the perceived quality of the product or service will change the image, a positive image change depends very much on the process of communicating a product and can integrate with the supply and management tourism products such as: attractions, facilities and accessibility that are in line with the expectations or expectations of visitors (tourists), and if tourists feel a high level, this will encourage a positive image so that tourists will recommend (communicate) to other potential tourists.

**4. Methodology**

The research approach used in this study is to use a quantitative approach. One quantitative research method is the survey method. The survey was conducted on tourists visiting the Bukit Kubu attraction using a questionnaire by distributing questionnaire sheets to respondents. The questionnaire is the most appropriate data collection tool for this study, in the questionnaire, each question that must be answered and chosen by respondents is quantified by giving a number using a Likert scale. The number of respondents in this study was 91 persons, with accidental sampling methods.

*4.1. Framework*

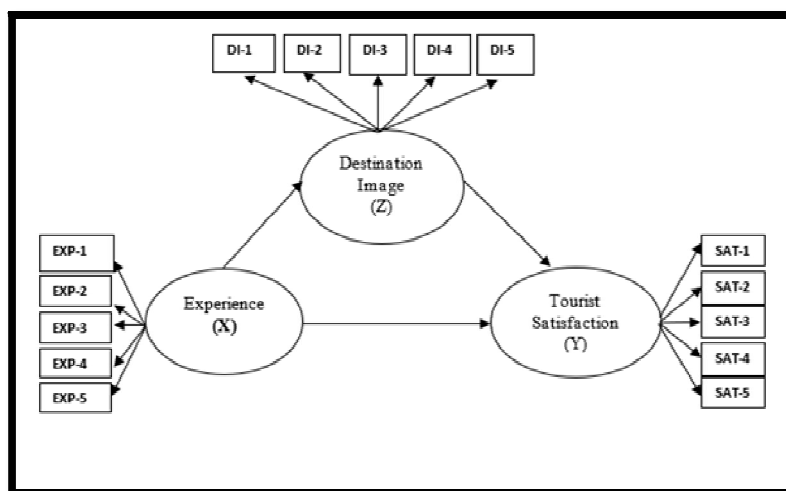


Figure 1: Structure Equation Modeling

Note: a. EXP = Experience, b. DI = Destination Image, c. SAT = Tourist Satisfaction

**5. Result and Analysis**

*5.1. Validity and Reliability Test*

	Indicator	Corrected Item - Total Correlation
(X1)	X1.1	0.849
	X1.2	0.849
	X1.3	0.887
(X2)	X2.1	0.832
	X2.2	0.884
	X2.3	0.895
(X3)	X3.1	0.751
	X3.2	0.770
	X3.3	0.895
(X4)	X4.1	0.754
	X4.2	0.820
	X4.3	0.861
(X5)	X5.1	0.749
	X5.2	0.750
	X5.3	0.831

Table 1: Validity Test about Experiences  
Sources: Primary Data Computed

Indicator		Corrected Item - Total Correlation
(Y1)	Y1.1	0.790
	Y1.2	0.838
	Y1.3	0.884
(Y2)	Y2.1	0.879
	Y2.2	0.915
	Y2.3	0.940
(Y3)	Y3.1	0.870
	Y3.2	0.918
	Y3.3	0.946
(Y4)	Y4.1	0.830
	Y4.2	0.922
	Y4.3	0.907
(Y5)	Y5.1	0.925
	Y5.2	0.946
	Y5.3	0.955

Table 2: Validity Test Tourist Satisfaction  
Sources: Primary Data Computed

Indicator		Corrected Item - Total Correlation
(Z1)	Z1.1	0.847
	Z1.2	0.900
	Z1.3	0.870
(Z2)	Z2.1	0.777
	Z2.2	0.829
	Z2.3	0.902
(Z3)	Z3.1	0.820
	Z3.2	0.896
	Z3.3	0.920
(Z4)	Z4.1	0.822
	Z4.2	0.753
	Z4.3	0.875
(Z5)	Z5.1	0.873
	Z5.2	0.864
	Z5.3	0.891

Table 3: Validity Test Destination Image  
Sources: Primary data computed

The results of the validity test of each question in Experience, Destination Image and Tourist Satisfaction can be seen valid because the coefficient value is greater than 0.3.

Variable	Cronbach's Alpha	N of items
Experience (X)	0.819	5
Destination Image (Y)	0.807	5
Tourist Satisfaction (Z)	0.865	5

Table 4: Reliability Test  
Sources: Primary Data Computed

From the table 1 above, the SPSS output results show that the Experience variable has a Cronbach's Alpha value of  $0.819 > 0.60$  Destination Image variable has a Cronbach's Alpha value of  $0.807 > 0.60$ , and the Tourist Satisfaction variable has a Cronbach's Alpha value of  $0.865 > 0.60$ . This shows that all questions raised were reliable or reliable.

5.2. PLS Analysis

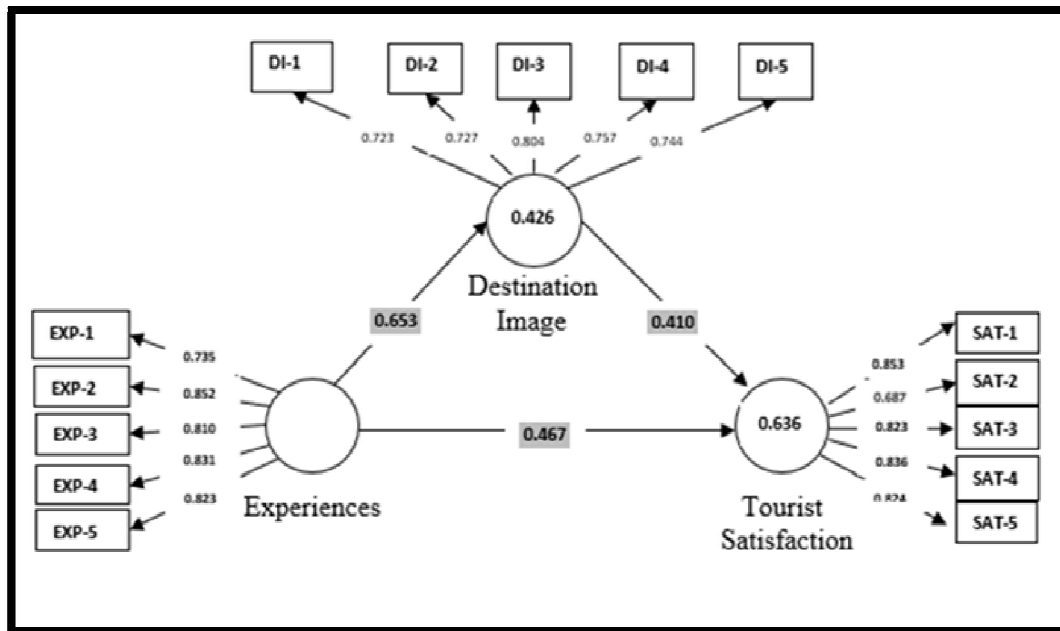


Figure 2: Result Estimate PLS Analysis Model

Based on the estimation results of the PLS model in the figure above, the dimension of Tourist Satisfaction (SAT-2) on the tourist satisfaction variable has an indicator <0.7, so it must be dropped from the model. After dropping from the model, the loading factor value of each indicator to its construct can be seen in the following table:

	EXP	BI	SAT
EXP-1	0,734		
EXP-2	0,855		
EXP-3	0,809		
EXP-4	0,831		
EXP-5	0,823		
DI-1		0,725	
DI-1		0,726	
DI-1		0,803	
DI-1		0,754	
DI-1		0,747	
SAT-1			0,829
SAT-3			0,854
SAT-4			0,859
SAT-5			0,838

Table 5: Factor Loading Value  
Sources: Smart PLS Data Computed

Significance test results at a significant level of 5% can be seen in the following table:

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P Values
EXP --> DI	0,653	0,656	0,073	8,989	0,000
EXP --> SAT	0,410	0,410	0,090	4,579	0,000
DI --> SAT	0,464	0,472	0,086	5,392	0,000

Table 6: Result Test of Significant  
Sources: Result Smart PLS 3 analyses

Based on the results of the analysis, the following results were obtained:

- The p value of the effect of Experience variable on Tourist satisfaction is significant with a p value of 0,000 and the original sample is positive.
- The value of p value of the effect of the Experience variable on Destination Image is significant with a p value of 0,000 and the original sample is positive. Because the p value obtained is significant and the original sample is marked
- The value of p value of the influence of the Destination Image variable on performance is significant with a p value of 0,000 and the original sample is positive. Therefore, the p value obtained is significant and the original sample is positive

## 6. Discussion of Findings

Hypothesis 1 test results show that Experience has a positive influence on Destination Image of 0.653, with a statistical T value of 8.989, which means greater than 1.98. In addition, when viewed from the significant value, the p value of the effect of the Experience variable on the Destination Image is significant with a p value of 0,000 and the original sample is positive.

Hypothesis 2 test results show that Experience has a positive influence on Tourist Satisfaction of 0.410, with a statistical T value of 4.579 which means greater than 1.98. In addition, when viewed from a significant value, the p value of the effect of the Experience variable on tourist satisfaction is significant with a p value of 0,000 and the original sample is positive.

Hypothesis 3 test results show that Destination Image has a positive influence on Tourist Satisfaction of 0.464, with a statistical T value of 5.392 which means greater than 1.98. In addition, when viewed from the significant value, the p value of the influence of the Destination Image variable on tourist satisfaction is significant with a p value of 0,000 and the original sample is positive.

Hypothesis 4 test results, based on the results of the PLS analysis above, obtained p value of the indirect effect of Experience on tourist satisfaction through Destination Image of 0,000. Because the p value obtained <0.05 and concluded that the Destination Image variable can mediate the indirect effect of Experience on Tourist Satisfaction.

## 7. Conclusion

Experience has a positive and significant effect on Destination Image on the tourist attraction "Bukit Kubu". This is indicated by the significant value of p-value which is much smaller than 0.05 which is 0.00.

Experience has a positive and significant impact on Tourist Satisfaction in "Bukit Kubu". This is indicated by the significant value of p-value which is much smaller than 0.05 which is 0.00.

Destination Image has a positive and significant effect on "Bukit Kubu" Tourist Satisfaction, Berastagi, North Sumatra This is indicated by the significant value of p-value which is much smaller than 0.05, namely 0.00.

Experience has an indirect effect on Tourist Satisfaction in "Bukit Kubu" through Destination Image. Destination Image can positively mediate the effect of Experience on Tourist Satisfaction.

## 8. Recommendation

Statistical test results show the management of Bukit Kubu attractions must be able to improve the experience of tourists who come to visit. Destination Image statistical test results also show a significant influence on Tourist Satisfaction, meaning that the management of the "Bukit Kubu" attraction must maintain the Destination Image that has been given to tourists so that tourists feel a good and pleasant impression while doing their tourist destinations at the venue

## 9. Suggestion for Further Study

For further researchers, it is expected to continue research with different models and variables outside the variables that have been examined in this study, in different locations

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