

Tourist satisfaction at tourism destination of Aan village, Klungkung, Bali

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Abstract - This research aims to determine tourist satisfaction when visiting Aan Tourism Village; and to find out what factors influence tourist satisfaction. Data collection was carried out using a questionnaire instrument which was administered to 20 tourists who visited Aan village in November 2023. The results of the research showed that tourist satisfaction was dominated by the accessibility factor to the Aan tourist village destination which was easy to reach, then followed by the availability of internet access, and tourist engagement with local culture and people. Apart from that, tourist satisfaction is also determined by good service from the manager, cleanliness and beauty of the tourist village, as well as the friendliness of the local population.

Keywords: tourist satisfaction; Aan village; accessibility factor; availability of internet access; friendliness

1. Introduction

Tourism is an important source of income for a country. Indonesian tourism is a potential driver of the national economy to spur economic development in the future (Islamy, 2019). Motivations for people to travel include increasing creative power, eliminating work boredom, relaxation, shopping, business, learning about the historical and cultural heritage of a particular ethnic group, health and spiritual tourism (Kalebos, 2016). With increased free time as a result of shorter working days and supported by increased income, tourism activities will increase (Harahap, 2014). Besides that, tourism is able to broaden the horizons of personal views on life values (Suarto, 2017). From an economic perspective, tourism activities can contribute to regional revenues originating from taxes, parking fees and tickets or can bring in foreign exchange from visiting foreign tourists (Marie & Widodo, 2020). The existence of tourism will also grow economic businesses that link together and support their activities so that they can increase people's income (Suryati, 2019; Sitepu et al., 2023; Kairi et al., 2023). The cultural aspect of tourism is a means of introducing the nature and culture of tourist destination areas (Megantari, 2018; Zebua et al., 2023). With these facilities, people can encourage creativity in exploring, improving and preserving regional arts and culture (Roy et al., 2023; Pantiyasa et al., 2023).

Efforts to develop tourism are by recognizing the potential of an area and then building and growing it into a tourist village. A tourist village is a rural area that has various kinds of tourist attractions. Villages that have unique potential and distinctive tourist attractions, both in the form of physical environmental and rural characteristics as well as social and cultural community life which are managed and packaged in an attractive and natural way with the development of tourism support facilities (Firmansyah et al., 2022; Sibarani & Christin, 2023; Hattori et al., 2023; Wajdi et al, 2023). One of the tourist villages in Klungkung district, Bali is Aan village, Banjarangkan district. This village has many springs, this is certainly an advantage for Aan village because it has great potential to advance and improve the village economy through tourist destinations (Abdi et al., 2022). Apart from having natural beauty and many springs, Aan Village is also a place for cultivating kele honey bees, so the potential to develop tourism so that more visitors are interested in it is very possible, which in the future is expected to be able to increase the progress of the village and improve the community's economy (Sutiarso et al., 2003). The huge potential of the village certainly needs to be maintained and developed to maintain the authenticity of the tourist location and to attract more visitors. It is on this basis that the village government and the local community are very enthusiastic about developing this tourist village (Sukmana et al., 2020). The development of the Penglukatan religious tourism that will be built requires support from many parties, so that the development process can run smoothly and easily. Apart from support coming from the government, direct support and participation from the community is very important for the tourism development process (Dewi & Hermawan, 2018).

Consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in question with the expected performance (or results) if the performance is below expectations, the consumer is dissatisfied. If performance meets expectations, consumers are satisfied. if performance exceeds expectations, consumers are very satisfied or happy (Rofiah & Wahyuni, 2017). Consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and are being fulfilled well (Cahyadi et al., 2020).

According to the Bachtiar journal, consumer satisfaction is a consumer's positive feelings related to a product/service while using or after using the service or product. In relation to tourism, tourist satisfaction is the level of a person's feelings after comparing their perceived performance or results compared to their expectations (Arianto & Kurniawan, 2021). Kotler defines satisfaction as a person's feeling of happiness or disappointment that arises after comparing his perception or impression of the performance (or results) of a product and his expectations (Van Daffa & Ratnasari, I2022).

In relation to tourism, another opinion states that visitor satisfaction is a person's level of satisfaction after comparing the perceived performance of the product with their expectations, so in assessing the level of satisfaction, a measurement is made between the suitability of the tourist's expectations served compared to the actual service (Supriyadi & Komara, 2020). Visitor satisfaction is a person's level of satisfaction after comparing the perceived product performance with their expectations, so in assessing the level of satisfaction a measurement is made between the suitability of the expectations of tourists served compared to the actual service provided by the manager (Priyanto, & Hermawan, 2018). Satisfaction with a tourist attraction compared with tourists' expectations before visiting the tourist attraction. Consumer satisfaction can be defined as a customer evaluation of a product or service that meets customer needs and consumer expectations. Failure to meet consumer needs and expectations is assumed to be dissatisfaction with the product or service (Sulistiyan et al., 2015).

Basically, consumer satisfaction and dissatisfaction with products or services will influence subsequent behavior patterns (Maria & Anshori, 2013). Gaspersz stated that the factors that influence customer satisfaction and expectations consist of needs and desires related to things that customers feel when they are trying to make transactions with service producers. Concepts and theories regarding customer satisfaction have developed rapidly and have been able to be classified into several approaches (Kalebos, 2016). Indicators of customer satisfaction

include product quality, service or company quality, product prices that are comparable to product quality, accessibility to get products easily, implementing digital marketing strategies, implementing a customer engagement system, and a direct sense of attachment from customers to the product (Utama, 2017). 1). Product quality. Product quality is the most vital indicator of all indicators because it is directly related to the product. When customers are not satisfied with the quality of the product, the customer can give a bad review which can have quite an impact on sales of the product itself. 2). Service quality. Service quality has a vital influence on customer satisfaction. There are several cases where the product quality is quite good but the service of the company staff is less than optimal, which can change the image of the company itself. Examples of less than optimal service include the staff's inability to explain the product in detail or the staff's inability to help customers resolve their problems and complaints. 3). Product price. The next indicator that quite fundamentally influences customer satisfaction indicators is the price of the product or service. Generally, people will look for products with the cheapest prices. 4). Easy accessibility to get products. Ease of getting products is also a factor that influences how satisfied customers are with the product. 5). Digital marketing strategy. A digital marketing strategy must be planned carefully according to the results of data and research that has been carried out to produce a digital marketing system that is right on target and effective. 6). Customer experience system success. Customer experience is a communication channel between customers and the company. An efficient customer experience system makes it easier for customers to communicate directly with the company so that it is easier to convey criticism, suggestions and complaints regarding products. 7).

Customer's sense of direct attachment to the product. The final and quite fundamental indicator of customer satisfaction is the customer's sense of direct emotional attachment to the product. In order for the growth and development of tourist villages to remain sustainable, efforts are needed to maintain tourist satisfaction. Tourist satisfaction when visiting the Aan tourist village also greatly influences the development of the tourist village so that it can be known by the wider community. If tourists feel satisfied when visiting the Aan tourist village, then the opportunity to revisit the tourist village will be very large. This research was conducted to analyze tourist satisfaction when visiting tourist villages in terms of accessibility, attractions and public facilities. As well as the role of managers and the community in providing services to tourists. The objectives of this research are: 1) To find out tourist satisfaction when visiting the tourist village of Aan. 2) Knowing what factors influence tourist satisfaction.

2. Method

Data collection methods used in this research include interviews, observation, documentation, and the use of questionnaires (Sugiyono, 2016). This means that the research combines various techniques to collect data that reflects various aspects of visitors' experiences at the Aan Village destination. The research instrument used was a questionnaire, which is a tool for collecting primary data. Questionnaires are used to obtain direct views and perceptions from visitors regarding their experiences at the destination. The sample for this research consisted of 20 tourists or visitors who had visited the Aan Village destination at least once. Data analysis in this research was carried out descriptively qualitatively. This means that data obtained from questionnaires and other data collection techniques will be analyzed with a focus on qualitative description and interpretation, such as explaining patterns, findings, and conclusions based on the data.

3. Results and Discussion

Tourist satisfaction when visiting the Aan Tourism Village also greatly influences the development of the Tourism Village so that it can be known by the wider community. If tourists feel satisfied when visiting Aan Tourism Village, then the opportunity to revisit the Tourism Village will be very large (Vinh, 2013).

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3.1 Tourist Satisfaction Level

3.1.1 Attraction Components

Tourist satisfaction with the tourist attraction components in Aan village is highest on the indicators of cleanliness and a sense of involvement with local culture and residents at the tourist attraction. Meanwhile, things that need to be improved and paid attention to are the facilities provided at these tourist attractions.

Table 1 Attraction Components

Indicator	Comment	Percentage (%)	Interpretation (Satisfied>50%)
Cleanliness	Good	53,80%	very satisfied
A sense of involvement with the local culture and people	Quite involved	70%	very satisfied
Service quality	Very satisfied with the hospitality	40%	satisfied
What you enjoy most	Aan secret waterfall	50%	satisfied
Disadvantages to note	Access and facilities need to be improved	40%	satisfied

3.1.2 Accessibility Components

On the accessibility component to Aan village, the majority of respondents rated it as good and were very satisfied, both with the quality and availability of internet access.

Table 2 Accessibility Components

Indicator	Comment	Percentage (%)	Interpretation (Satisfied>50%)
Accessibility quality	Good	80%	very satisfied
Access availability	Good	80%	very satisfied

1.3 Public Facilities

Some respondents (50%) rated it as good and satisfied with the general quality such as toilets and rest areas, and 54% rated themselves as very satisfied with the ticket price and suitability of the facilities provided.

Table 3 Public Facilities

Indicator	Comment	Percentage (%)	Interpretation (Satisfied>50%)
Quality of public facilities (toilets, rest areas, etc.)	Good	50%	satisfied
Ticket prices and suitability of facilities	Good	54%	very satisfied

3.2. Dominate Tourist Satisfaction

3.2.1 Accessibility Quality

The quality of accessibility at the Aan Village Destination refers to the ease of access for visitors to reach the destination. The data collected shows that the majority of visitors (80%) stated that the quality of accessibility in this destination is good. This means that visitors feel that their journey to the Aan Village Destination does not have significant obstacles. This factor has a positive impact on tourist satisfaction, and the high level of satisfaction (80%) reflects that the quality of accessibility is one of the dominant aspects in influencing visitor satisfaction. Visitors are very satisfied with the ease of access to this destination.

3.2.2 Availability of Internet Access

Availability of internet access refers to the extent to which visitors can connect to the internet during their visit to the Aan Village Destination. Data shows that 80% of respondents stated that

the availability of internet access in this destination was good. Visitors feel that they can stay connected and access information throughout their visit. Like the quality of accessibility, this factor also influences tourist satisfaction significantly. The high level of satisfaction (80%) shows that the availability of internet access is the dominant factor in influencing visitor satisfaction. Visitors are very satisfied with the availability of internet access in this destination.

3.2.3 Engagement with Local Culture and Population

Engagement with local culture and people includes visitors' interactions and experiences with local culture and communities during their visit. Data shows that the majority of visitors (70%) stated that they felt sufficiently involved in the culture and local people during their visit. This shows that visitors feel they have the opportunity to experience and interact with aspects of local culture that make their experience more meaningful. This factor also dominates tourist satisfaction, with a high level of satisfaction (70%) indicating that involvement with local culture and residents is one of the dominant aspects in influencing visitor satisfaction. Visitors were very satisfied with their level of involvement in the local culture and community at the Aan Village Destination.

3.3. Factors that Influence Tourist Satisfaction

Good service from tourism managers and local communities (pokdarwis) in Aan Village is an important factor in influencing visitor satisfaction. Data shows that 40% of visitors are satisfied with the quality of service, but there is room for improvement. Recommendations can be focused on improving services to better satisfy visitors. Unique experiences such as the procedures for making typical Balinese dishes, such as laklak, which visitors can follow themselves, contribute to the level of satisfaction. This reflects that additional experiences and activities like this can increase visitor satisfaction. The existence of the "Secret Waterfall" which is only accessible on foot, surrounded by cliffs and beautiful views, is a very significant attraction. Data shows that 50% of visitors say this is the one they enjoy the most. This is one of the dominant factors in influencing visitor satisfaction. The exclusive kele honey tour which is only available in Aan Village provides a unique experience for visitors. They can taste honey from kele bees with an authentic honey taste, which adds value and experience when visiting this village.

3.3.1 Cleanliness and Beauty of the Destination

There are several fallen wooden branches and lots of fallen leaves around the Secret Waterfall, which has the potential to endanger the safety of visitors and can also damage the beauty of the surrounding scenery. This fact is supported by research results which show that some respondents (40%) feel that access and facilities need to be improved. This waterfall is very beautiful because it is surrounded by several cliffs that flank the waterfall, and limited sunlight illuminates the area because it is covered by shady trees. This is in accordance with research results which noted that 50% of visitors said that the thing they enjoyed most was Aan Secret Waterfall.

3.3.2 Friendliness of the Local Population

Friendliness from local residents becomes additional service satisfaction for tourists: This factor emphasizes the importance of friendliness and positive interactions with local residents as a factor in increasing visitor satisfaction. Research data shows that 70% of respondents felt sufficiently engaged with the local culture and people during their visit. This indicates that visitors were satisfied with the friendliness and cultural involvement during their visit to the Aan Village Destination. This is a positive factor that contributes to tourist satisfaction.

3.3.3 Accessibility and Transportation

Road access that is less wide can affect transportation which will: This factor reflects the impact of less wide road access on visitors' transportation experience. Research data can be linked to this factor because several respondents (40%) stated that access and facilities need to be improved, which may include improvements to road access. Good accessibility is an important component in providing a comfortable experience for visitors.

4. Conclusion

The conclusion of this research is that tourist satisfaction at the Aan Village Destination is greatly influenced by several key factors. Good quality accessibility, availability of internet access,

involvement in local culture and communities, as well as good service from tourism managers and local communities, all contribute positively to the level of visitor satisfaction. Unique attractions such as the "Secret Waterfall" and the exclusive honey kele tourism experience are also major attractions. However, there are several aspects that need to be improved, such as cleanliness around the Secret Waterfall and the condition of road access. The results of this research provide a strong basis for further development and improvement at the Aan Village Destination, with the aim of increasing tourist satisfaction and maintaining the authenticity and attractiveness of the destination.

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