ISSN: 3063-6361
Website: https://ic.upstegal.ac.id/index.php/icobis/index

THE INFLUENCE OF PERCEPTION OF TOURIST ATTRACTIONS, TOURISM IMAGES AND TOURISM FACILITIES ON TOURIST SATISFACTION AT BAHARI WATERPARK TEGAL

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ABSTRACT *This study aims to analyze the influence of perception of Tourist Attraction, Tourism Image, and Tourism Facilities on Tourist Satisfaction at Bahari Waterpark Tegal. This study uses primary data. The population of this study is all tourists who have visited Bahari Waterpark Tegal so that it cannot be known. The Incidental Sampling technique is used to select the samples. The research respondents consisted of 100 customers who were categorized as data for the study. Data collection was carried out through questionnaires. The analysis method used is multiple linear regression analysis. From the research carried out, it was obtained that Tourism Attraction has an effect on tourist satisfaction at Bahari Waterpark Tegal, Tourism Image has an effect on tourist satisfaction at Bahari Waterpark Tegal, and Tourism Facilities have no effect on tourist satisfaction at Bahari Waterpark Tegal.*

Keywords: Perception of Tourist Attraction, Tourism Image, Tourism Facilities, Tourist Satisfaction

INTRODUCTION—FONT SIZE 11, BOLD, CAPITALISED

Indonesia, as a country in Southeast Asia, recorded impressive tourism growth. One of them is in Tegal City, there are many new tourist attractions that have been introduced thanks to continuous efforts in exploring their potential. The Tegal City area attracts attention because of the diversity of artificial beauty and tourist destinations that provide an unforgettable experience for visitors.(Tourism, 2021). Bahari Waterpark Tegal is the largest artificial water recreation in Tegal City. This tourist attraction can be an alternative to tourism in Tegal besides the beach. Bahari Waterpark Tegal is located on Dr. Wahidin Sudirohusodo street, Pasurungan Lor, Sumurpanggang District, Margadana, Tegal City, Central Java. This tourist attraction presents several swimming pools such as children's pools, wave pools, current pools, olympic pools, octopus ponds which can be the right water playground facilities for tourists. (Central, 2021). A number of tourists who expressed dissatisfaction were seen from the decrease in visitors. Judging from the perception of less attraction from tourists, it shows a lack of interest in the Tegal Waterpark Marine tourist attraction caused by a lack of adequate promotion. As well as only distributing through booklets and social media accounts which are a means of promotional media that are not developed and attractive. This has the potential to reduce the level of visits. Identifying these issues to understand travelers' expectations, their perception of quality, and how tourist attraction contributes to the overall tourist experience. By paying attention to these factors, it can optimize tourist satisfaction and ensure the sustainability of the tourism sector. Likewise, in the image of tourism, there are complaints given by tourists through direct interviews and reviews on the Google platform about some inadequate facilities and unclean swimming pools such as the presence of fallen leaves in the

pool and the maintenance of the pool that is not paid attention to such as broken ceramics in the pool which can be dangerous for visitors at Bahari Waterpark Tegal. This unsatisfactory experience can create a bad image for tourists and potentially reduce their satisfaction when visiting the tourist attraction. In tourist facilities, there are several facilities that are not suitable for use and some rides are not run optimally, such as swimming pools and rinse places that do not receive sufficient maintenance, for example lack of regular cleaning so that the pool water can become cloudy and not clear, flush faucets that do not work, and such as artificial wave rides are not run optimally. This can create an uncomfortable atmosphere for tourists. The data on tourist visits at Bahari Waterpark Tegal is implemented through table 1 below:

Table 1 Tegal Waterpark Marine Tourism Visitor Data

Bulan	2022	Presentase	2023	Presentase
Januari	12.564 tiket	12,40%	9.488 tiket	12,63%
Februari	3.397 tiket	3,35%	2.906 tiket	3,87%
Maret	4.023 tiket	3,97%	3.564 tiket	4,75%
April	393 tiket	0,39%	17.780 tiket	23,67%
Mei	31.775 tiket	31,37%	8.625 tiket	11,48%
Juni	9.713 tiket	9,59%	6.080 tiket	8,10%
Juli	8.680 tiket	8,57%	8.831 tiket	11,76%
Agustus	3.400 tiket	3,36%	2.522 tiket	3,36%
September	4.013 tiket	3,96%	3.864 tiket	5,14%
Oktober	5.337 tiket	5,27%	4.182 tiket	5,57%
November	4.540 tiket	4,48%	3.555 tiket	4,73%
Desember	13.466 tiket	13,29%	3.710 tiket	4,94%

Source: Tegal Waterpark Marine Tourism Attraction in 2023

This phenomenon supports the emergence of problems faced by the Tegal Waterpark Marine Tourism Object, one of which is the lack of maintenance for the facilities provided, the emergence of new Tourist Object competitors in the city of Tegal, both natural and artificial. This is important for researchers to pay attention to in order to find out what triggers the decrease in the number of visitors to Bahari Waterpark Tegal. Therefore, the researcher is interested in being able to research and be able to explore so as to obtain explanations and understandings related to tourist attractions, tourist images, tourist facilities and tourist satisfaction which are realized in this journal with the title "The Influence of Perception of Tourist Attractions, Tourism Images and Tourist Facilities on Tourist Satisfaction at Bahari Waterpark Tegal."

METHOD

This research is included in the category of descriptive research, which is a type of research that aims to analyze one or more variables without comparing or associating one variable with another.(Suliyanto, 2018:14). This study explains the influence of tourist attractions, tourist image, and tourist facilities (independent variables) on tourist satisfaction (dependent variables). The type of research used is quantitative (Suliyanto, 2018:20) Defining quantitative research is research that is targeted at quantitative data where quantitative data is data in the form of numbers. The population in this study is all tourists at Bahari Waterpark Tegal. The sampling technique used is incidental sampling. According to (Sugiyono, 2013:85), incidental sampling is a sampling method based on chance, in which anyone who intentionally or incidentally encounters a researcher can be sampled, provided that the person who happens to meet is considered suitable as a source of data. The data collection technique of this study uses a questionnaire. According to (Sugiyono, 2016:162),questionnaire is a data

collection method that involves submitting a series of questions or written statements to respondents to be answered. The analysis method applied to this study is a quantitative approach, which is a research method that uses statistical frameworks or other quantitative measurement techniques to evaluate the variables studied. To transform ordinal data into interval data, the Method Of Successive Interval (MSI) is used to convert ordinal-based data into interval scales. The classical assumption test is a series of statistical tests used to ensure that the regression model meets a number of basic assumptions so that the regression coefficient estimation results are valid and unbiased. The classical assumption in linear regression consists of several tests, namely the normality test to ensure that the residual distribution follows the normal distribution, the multicollinearity test to check whether there is a high correlation between independent variables, the heteroscedasticity test to test the similarity of residual variance at various levels of independent variables, and the autocorrelation test to ensure that there is no correlation between residuals in one period and another. Meeting these assumptions is important to obtain reliable estimates and accurate inferences in regression analysis (Ghozali, 2018). Multiple gradient regression analysis is used to predict how high the value of the variable depends on the independent variable when the value of the independent variable is changed (Sugiyono, 2001). Hypothesis testing is a statistical method used to determine whether there is enough evidence in a sample of data to conclude that a condition applies to the entire population. The t-test is used to compare the averages of two groups, usually to see if the difference is statistically significant. The F test, which is part of the analysis of variance (ANOVA), is used to compare variability between two or more groups and see if the group's averages differ significantly. The determination test, or determination coefficient (R^2), is used in linear regression to measure how well the model explains the variability of the data; Higher R^2 values indicate that the model is better at explaining data variations (Ghozali, 2018).

RESULT

1. Research Instruments

Validity Test

Table 1 Validity Test

NO.	Result $r_{calculate}$				r_{table}	Ket.
	Y	**X1**	**X2**	**X3**		
1.	0,512	0,707	0,739	0,629	0,361	**Valid.**
2.	0,472	0,827	0,817	0,689	0,361	**Valid.**
3.	0,734	0,763	0,781	0,760	0,361	**Valid.**
4.	0,404	0,754	0,513	0,833	0,361	**Valid.**
5.	0,370	-	0,608	0,781	0,361	**Valid.**
6.	0,533	-	0,886	0,804	0,361	**Valid.**
7.	0,692	-	-	0,684	0,361	**Valid.**
8.	0,686	-	-	-	0,361	**Valid.**
9.	0,413	-	-	-	0,361	**Valid.**
10.	0,371	-	-	-	0,361	**Valid.**

Source: Data processed by SPSS, 2024

Based on the table above, it can be seen that each statement used to measure Tourist Satisfaction (Y), Tourist Attraction (X1), Tourism Image (X2), Tourism Facilities (X3) in this study has a correlation coefficient that exceeds the r value of the table (N=30) = 0.361 with a significance level of < 0.05. Therefore, all of these indicators are valid and can be used as data

collection instruments in this study.

Reliability Test

Table 2 Variable Reliability Test

Variable	Cronbach Alpha Values	Reliability Standard Values
Traveler Satisfaction	0,687	0,6
Tourist Attractions	0,751	0,6
Tourism Image	0,822	0,6
Tourist Facilities	0,854	0,6

Source: Data processed by SPSS, 2024

From the results of the table above, the reliability calculation shows that the variable of tourist satisfaction has a value of 0.687, tourist attraction of 0.751, tourist image of 0.822 and tourist facilities of 0.854. Because the Alpha Croncbach's value for all variables is more than 0.600, all variables are declared reliable and can be used for research (Hartono, 2017:146).

2. Classic Assumption Test

a. Normality Test

Table 3 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1399.47225515
Most Extreme Differences	Absolute	.072
	Positive	.072
	Negative	-.050
Test Statistic		.072
Asymp. Sig. (2-tailed)		.200[c,d]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Data processed by SPSS, 2024

Based on the table above, the output results of normality test data processing using the Kolmogorov-Smirnov Test formula as shown in the table above obtained an Asymp.Sig (2-tailed) value of 0.200 or more than 0.05. So it can be concluded that the tested data is normally distributed.

b. Multicollinearity Test

Table 4 Multicollinearity Test

Coefficientsa			
Type		**Collinearity Statistics**	
		Tolerance	**VIF**
1	(Constant)		

	Perception of tourist attractions	.275	**3.634**
	Perception of tourism image	.157	**6.369**
	Perception of tourist facilities	.275	**3.641**

a. Dependent Variable: Tourist Satisfaction

Source: Data processed by SPSS, 2024

From the table above, the results of the multicoloniality test show that the tolerance value of the tourist attraction variable (X1) is 0.275, the tourist image variable (X2) is 0.157, and the tourist facility variable (X3) is 0.275. All independent variables in this study have a tolerance value of ≥ 0.10. Meanwhile, VIF (Variance inflation Factor) has a value of 3.634 tourist attraction variables, tourist image variables (X2) 6.369, tourist facility variables (X3) 3.641. Thus, a VIF value of less than > 10 was obtained. It can be concluded that there is no multicoloniality between variables and based on the tolerance and VIF values from the above results, the regression model made is suitable for research.

c. Heterokedasticity Test

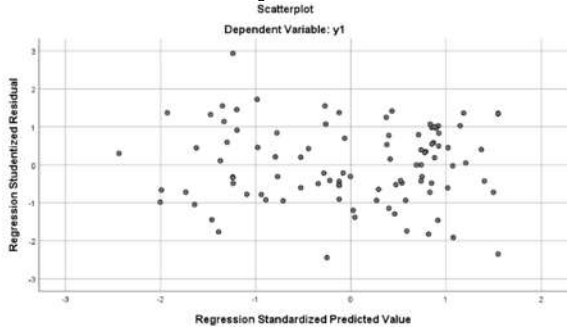

Figure 1. Heterokedasticity Test

In the figure above, it shows that the spread of the plot is scattered and does not form a specific pattern, and is spread both above and below the number 0 on the Y axis.

d. Autocorrelation Test

Table 5 Autocorrelation Test

Model Summaryb					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	**Durbin-Watson**
1	.891a	.794	.788	1949.322	**1.978**

a. Predictors: (Constant), Tourist attractions, Tourist images, Tourist facilities

b. Dependent Variable: Tourist Satisfaction

Source: Data processed by SPSS, 2024

The DW value is in the range (4-du), according to the terms of *the Durbin-Watson* test, a regression model is declared free of autocorrelation if the *Durbin-Watson* value is between du and 4-du, which is between 1.736 and 2.264. From the table above, it can be seen that *the Durbin-Watson* value is 1.978 so it can be concluded that the data used in this study does not experience autocorrelation.

3. Multiple Linear Regression Analysis

Table 6 Multiple Linear Regression Test

Coefficientsa			
Type		**Unstandardized Coefficients**	
		B	**Std. Error**
1	(Constant)	**15766.267**	945.529
	Perception of tourist attractions	**.364**	.119

Perception of tourism image	**.459**	.107
Perception of tourist facilities	**.144**	.075

a. Dependent Variable: Tourist Satisfaction

Source: Data processed by SPSS, 2024

Based on the table above, the multiple linear regression equation can be obtained as follows:
Y= 15.766 + 0.364 (X1) + 0.459 X2) + 0.144 (X3) + e

4. Test Hypothesis

Partial Influence Significance Test (t-Test)

Table 7 Test t

Coefficientsa			
Type		t	**Sig.**
1	(Constant)	**16.675**	.000
	Perception of tourist attractions	**3.068**	.003
	Perception of tourism image	**4.289**	.000
	Perception of tourist facilities	**1.906**	.060

a. Dependent Variable: Tourist Satisfaction

Source: Data processed by SPSS, 2024

a. From the results of the t-test for the tourist attraction variable (X1), the t-value is calculated as 3.068 with a significant value of 0.003. This shows that the calculated t-value is greater than in the t-table indigo table 1.987 and Sig is less than 0.05 thus the hypothesis is accepted. This means that the variable of tourist attraction has an influence on tourist satisfaction.
b. From the results of the t-test for the tourist image variable (X2), the t-value is calculated as 4.289 with a significant value of 0.000. This shows that the calculated t-value is greater than in the t-table indigo table 1.987 and Sig is less than 0.05 thus the hypothesis is accepted. This means that the variable of tourism image has an influence on tourist satisfaction.
c. From the results of the t-test for the tourist facility variable (X3), the t-value is calculated as 1.906 with a significant value of 0.060. This shows that the calculated t-value is smaller than the t-table indigo table 1.987 and Sig is greater than 0.05 thus the hypothesis is not accepted or rejected. This means that the variable of tourist facilities has no influence on tourist satisfaction.

Simultaneous Influence Significance Test (Test F)

Table 8 Test F

ANOVAa			
Type		F	**Sig.**
1	Regression	**123.347**	.000b
	Residual		
	Total		

a. Dependent Variable: Tourist Satisfaction
b. Predictors: (Constant), tourist facilities, tourist attractions, tourist imagery

Source: Data processed by SPSS, 2024

Based on the table above, the results of the hypothesis test of the influence of tourist attractions, tourist images and tourist facilities on tourist satisfaction are significant, as evidenced by the F value of 123.347 and Sig of 0.000. This shows that the calculated F value is greater than the table F of 2.70 and the Sig value is smaller than 0.05. Therefore the hypothesis decision is accepted because of the significant value of 0.000. So that tourist attractions, tourist images and tourist facilities simultaneously have an influence on consumer decisions.

d. Determination Coefficient Analysis

Table 9 Analysis of Determination Coefficients

Model Summaryb					
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	**Durbin-Watson**
1	.891a	.794	.788	1949.322	**1.978**

a. Predictors: (Constant), tourist facilities, tourist attractions, tourist imagery
b. Dependent Variable: Tourist Satisfaction

Source: Data processed by SPSS, 2024

Based on the table above, it can be concluded that the *Adjusted R Square* value of 0.788 means that the determination coefficient value of 78.8% shows the large proportion of the total number of tourist satisfaction variables that can be explained through the influence of tourist attractions, tourist image and tourist facilities have a joint influence on tourist satisfaction at Bahari Waterpark Tegal by 78.8%, showing a fairly strong level of influence, while the remaining 21.2% is due to other factors that cannot be explained.

CONCLUSION

Based on the results of the research and discussion, the researcher can conclude that tourist attraction (X1) has a positive effect on tourist satisfaction at Bahari Waterpark Tegal. This can be proven by obtaining a calculated t-value of 3.068 > 1.987 and a significant value of 0.003 < 0.05. Tourism image (X2) has a positive effect on tourist satisfaction at Bahari Waterpark Tegal. This can be proven by obtaining a calculated t-value of 4.289 > 1.987 and a significant value of 0.000 < 0.05. Tourist facilities (X3) have no effect on the satisfaction of tourists at Bahari Waterpark Tegal. This can be proven by obtaining a calculated t-value of 1.906 < 1.987 and a significant value of 0.06 > 0.05.

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