

## **The Effect of Tourism Facilities on the Level of Visitor Satisfaction at the Tourism Object of Bintang Galesong Beach Bathing, Takalar Regency**

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### **ABSTRACT**

This study aims to determine the effect of tourist facilities on the level of visitor satisfaction in the object of research on Bintang Galesong Beach Baths, Takalar Regency. This study uses a type of quantitative research. Data collection techniques were carried out through observation, questionnaires and documentation. The sample used in this study was 83 respondents. The data obtained from the research results were processed using data analysis and using the help of the SPSS version 25 software program which consisted of validity tests and reliability tests on research instruments, descriptive data analysis techniques and inferential statistical analysis. The results of the study show that the indicators used for each of these variables indicate where tourism facilities are in the good category. For indicators on the variable level of visitor satisfaction is in the good category. based on the correlation test there is a strong/high relationship, so it can be concluded that there is a significant influence between tourist facilities on the level of visitor satisfaction at the Bintang Galesong beach bathing object, Takalar Regency.

**Keywords:** Facilities, Bintang Galesong Beach, Visitor Satisfaction

### **INTRODUCTION**

In the current era of globalization, the tourism sector is experiencing very rapid development because human activity has very broad dimensions, tourism is an important part of human needs because humans need time to have fun and enjoy time with family or just relax from busy work. South Sulawesi is one of the provinces in Indonesia which is known as one of the areas that has existed for a long time and is an area whose development is very rapid, such as the province of South Sulawesi which is currently a proof of the history of the city, leaving various tourist attractions with different historical characteristics . Takalar Regency is one of the areas in South

Sulawesi Province which has high tourism potential. One of the tourist objects in Takalar Regency is Bintang Galesong Beach which is located in Boddia Village, Galesong District. Bintang Galesong Beach has many attractions that can satisfy visitors who will vacation there, but the facilities offered do not satisfy visitors.

One of the facilities offered at Bintang Galesong beach is a swimming pool that visitors can use to swim, but the large number of visitors who come is not comparable to the facilities provided so that it affects visitor satisfaction. In addition, other facilities offered such as entertainment stages, gazebos, cafes, places of worship and lodging as well as saltwater pools cannot meet visitor satisfaction. The thing that affects dissatisfaction with visitors is because the entertainment stage provided is small and the price of food at the cafe is too high so that visitors are less interested in eating there. Besides that, the gazebo has a lot that needs to be done maintenance and also a place of worship that is less comfortable.

To provide satisfaction to the visitors, of course, managers of tourist attractions are required to provide adequate facilities to support the needs of visitors when traveling. In addition, the manager of a tourist attraction must be able to realize the expectations of the visitors, because the fulfillment of the expectations of the visitors will have a positive impact on the development of the tourism. Citrawani (2019) states that a tourist spot will be crowded with visitors when the facilities provided are adequate.

Kotler and Keller (2009:45) state that facilities are anything that is deliberately provided by service providers to be used and enjoyed by consumers with the aim of providing the maximum level of satisfaction. When visitors' wishes can be fulfilled with all the facilities available, they will feel satisfied with the facilities provided so that this will be a good basis for making return visits in the future and their willingness to give positive things to the attractions visited. When visitors' wishes can be fulfilled with all the facilities available, they will feel satisfied with the facilities provided so that this will be a good basis for making return visits in the future and their willingness to give positive things to the attractions visited.

Kotler and Keller (2009; 79) say that tourist satisfaction is the feeling of tourists, whether it is in the form of pleasure or uncertainty that arises from comparing a tour with tourists' expectations of the facility. Meanwhile, according to Brown in Sudaryono (2016: 79) states that consumer satisfaction is a condition where the needs, desires and expectations of consumers for a service product are in accordance with or fulfilled by the appearance of products and services.

The facilities provided by the manager of the Bintang Galesong beach tour are still inadequate, this is evidenced in the last 3 years there has not been much increase in

the facilities provided, but after making observations it turns out that one of the causes of not increasing the facilities is because the manager focuses on repairs at several points of tourist attractions often affected by beach abrasion because this tour is very close to the beach. One effort to retain customers is to provide higher quality facilities compared to competitors, the higher the level of quality of the facilities provided, the higher the level of customer satisfaction generated.

Based on the results of observations made on several tourist visitors, it turns out that there were several problems related to the non-fulfillment of some of the visitors' expectations, such as ticket prices which were quite expensive but the facilities provided were inadequate, especially in swimming pools for children where there was only one pool and the absence of pool guard officers watching them while swimming and also the lack of children's playgrounds adds to the dissatisfaction of visitors besides that the facilities provided from year to year are indeed inadequate and have not experienced any additions, especially in the public toilets provided there are only 3 while visitors who come usually less than 480 visitors each month in addition to the existing facilities in the tour it turns out that visitors also complain about the parking area which is very narrow so that some visitors are forced to park outside the tourist area. For this reason, the writer is interested in conducting a study by choosing the title: **The Influence of Tourism Facilities on the Level of Visitor Satisfaction at the Bintang Galesong Beach Bathing Tourism Object, Takalar Regency.**

## METHOD

This type of research is a quantitative research used to examine certain populations and samples with the aim of testing hypotheses in accordance with the formulation of the problem under study so that an overview of tourist facilities can be identified, a description of the level of visitor satisfaction and whether or not there is a significant influence between tourist facilities on the level of visitor satisfaction on the beach bathing attraction Bintang Galesong, Takalar Regency. The population in this study were 480 visitors to the Bintang Galesong beach tour. Sampling in this study used the *Simple Random Sampling technique* where according to Sugiyono (2014: 82) *simple random sampling* is said to be simple because the taking of sample members from the population is done randomly without regard to the strata in that population. So the samples in this study were 83 people.

The data collection technique used is by conducting research observations, distributing questionnaires, and documentation. Data analysis techniques in this study used validity and reliability tests, valid research results stated that there were similarities between the collected data and the actual data that occurred in the object under study, while reliable research results stated that there were similarities in data at different

times. The application to be used in the validity and reliability test uses the SPSS application. The data analysis used is descriptive statistical techniques and inferential analysis techniques.

## **RESEARCH RESULTS**

### **1. Overview of Visitor Facilities at the Bintang Galesong Beach Bathing Tourism Object**

Facilities are very important physical resources provided by providers of tourist attractions to meet the needs of visitors while carrying out tourist activities. As with the facilities at the Bintang Galesong beach bath, the manager should provide facilities that can give satisfaction to visitors. Visitor facilities at the Bintang Galesong beach bathing attraction when viewed from the four facility indicators proposed by Yoeti (2015), namely the completeness of the facilities, the quality of the facilities, the ease of using the facilities, and the cleanliness of the facilities. Overall the tourist facilities at the Bintang Galesong beach bath are in the good category. To find out the description of tourist facilities at the Bintang Galesong beach bathing object, Takalar Regency, as follows: (1) The completeness of the research facilities shows an achievement level of 77 percent in the good category and based on the results of observations it was found that the completeness of the facilities at Bintang Galesong Beach does require an increase in tourism facilities. Complete facilities at Bintang Galesong Beach will attract tourists to come to visit. (2) the quality of the facilities, quality facilities will be able to attract visitors to come to an area or certain tourist attractions, thus the organization or related parties must pay attention to the feasibility and comfort of the facilities provided, for example the convenience of shopping in the canteen and the fulfillment of hygiene requirements in the toilet Based on the results of the study, it showed an achievement level of 77.04 percent in the good category and based on observations on the quality of facilities at Bintang Galesong Beach which were in good condition but still needed improvement in several facilities, especially children's play facilities. (3) the ease of using research facilities shows an achievement level of 81.25 percent in the good category. The results obtained are in accordance with observations made where visitors can easily access matters relating to their tourism activities, both in accessing lodging places, the extent of parking provided and others. (4) the cleanliness of the research facilities showed an achievement level of 78.39 percent in the good category and based on observations it was found that there were several facilities that did not receive attention from the management because the management focused more on the impacts caused by beach abrasion.

## **2. An overview of the level of visitor satisfaction at the Bintang Galesong Beach Bathing Tourism Object**

Somad and Priansa (2014: 32) state that visitor satisfaction is the level at which the product's *perceived performance* matches the expectations felt by visitors. The theory shows that visitor satisfaction will create a feeling of satisfaction or dissatisfaction with perceived performance after comparing previous expectations with perceived results. To find out the description of the level of visitor satisfaction at the Bintang Galesong beach bathing object in Takalar district as follows: (1) Pitana & Diarta (2016) state that tourist satisfaction is the perception felt by tourists in carrying out their tour and after doing their tour. The feeling of pleasure that visitors feel during their return visits to these tourist attractions, the results of the study show an achievement level of 81.63 percent in the good category, (2) The amount of costs that must be incurred by visitors to enjoy tourist attractions which can include entrance fees, parking, rental places, and so on, the results of the study showed an achievement level of 71.32 percent in the good category, (3) Conformity of expectations perceived by visitors to the reality received when visiting tourist attractions, especially at Bintang Galesong beach, the results showed an achievement level of 77.75 percent in the good category, (4) Soekadijo (2017: 251) states that visitors will only visit certain places when there are conditions in accordance with visitor motives. A good environment is one of the attractions for visitors to visit the place, such as the safety of tourist sites, cleanliness, the friendliness of local residents, and a calm atmosphere. The results of the study showed an achievement rate of 81.68 percent in the good category. Brown in Citrawani (2019:28) states that satisfaction is a condition where the needs, desires and expectations of consumers for a facility are in accordance with the appearance of a tourist attraction. The level of visitor satisfaction at the Bintang Galesong beach baths when viewed from the four supporting indicators, namely: feelings of pleasure, cost, expectations and the environment. All of these indicators support the variable level of visitor satisfaction and are in the good category. Of the four indicators namely, feelings of pleasure, costs, expectations, and the environment are in the good category, and the majority of respondents indicate that they agree with the elements or that include these indicators, however, the cost indicator is at the lowest value meaning that the majority of respondents agree with matters relating to cost indicators such as the cost of entering the Bintang Galesong beach is expensive, for this reason, special attention is needed from the parties involved in assessing costs to achieve the level of visitor satisfaction, especially the cost of entering the Bintang Galesong beach.

## **3. The Effect of Tourism Facilities on the Level of Visitor Satisfaction at the Bintang Galesong Beach Bathing Tourism Object**

Based on the results of the study indicate that tourist facilities can influence the level of visitor satisfaction. From the data collection that has been carried out and through the testing process to find out how much influence tourist facilities have on the level of visitor satisfaction, through the results of the partial test (t test) shows that tourism facilities have a significant effect. Where the significant value is smaller than the alpha value, while the calculated t value is greater than t table. This fulfills the requirement that partially the tourism facility variable has a significant influence on the visitor satisfaction level variable. To increase visitor satisfaction at the Bintang Galesong beach bathing, it is necessary to improve the tourist facilities provided, because the increase in dining tourism facilities will affect the level of visitor satisfaction. Based on the results of the output data obtained,  $r^2$  is 0.489, which means that the influence of tourist facilities on the level of visitor satisfaction is 48.9 percent, while the rest is influenced by other factors not examined by researchers. indicates that the hypothesis set by previous researchers is in accordance with the results obtained, in other words that (H1 ) there is a significant influence between tourist facilities on the level of visitor satisfaction at the Bintang Galesong beach bathing object.

## CONCLUSION

The description of tourist facilities at Bintang Galesong Beach is included in the good category, where the visitors who are the majority of respondents choose to agree with the statement formulated in the four indicators of the tourism facility variable, namely in terms of the completeness of the facilities, the quality of the facilities, the ease of using the facilities, and the cleanliness of the facilities. The description of the level of visitor satisfaction at Bintang Galesong beach is included in the good category, where the visitors who are the majority of respondents choose to agree with the statements formulated in four indicators on the variable level of visitor satisfaction, namely in terms of feelings of pleasure, costs, expectations and the environment. Obtained the effect of 48.9% the level of visitor satisfaction is influenced by tourist facilities and there is a significant influence between tourist facilities on the level of visitor satisfaction at the Galesong Bintang beach bathing object where the results of the T test analysis find that the calculated T value is greater than  $T_{table}$  which means that tourist facilities have a strong/high level of influence on the level of visitor satisfaction.

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