

# The Impact of Tourism Products and Sign Systems on Visitor Satisfaction in the Polowijen Cultural Village

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## ABSTRACT

Polowijen Cultural Village is one of the thematic villages in the Blimbing area of Malang City. This village is designed by cultural heritage which makes it the main attraction for the Polowijen Cultural Village. Visitor satisfaction is one of the factors that play an important role in the development of the Polowijen Cultural Village. The purpose of this study was to determine the effect of attractions and sign systems on visitor satisfaction. This study used 96 respondents who had visited the Polowijen Cultural Village. The method used in this study is a quantitative method with a descriptive approach. Data collection techniques by distributing questionnaires with a Likert Scale. The results of this study are: (1) attraction has a positive and significant effect on visitor satisfaction; (2) sign system has a positive but not significant effect on visitor satisfaction; (3) attractions and sign systems have a positive and significant effect on visitor satisfaction.

**Keywords** : Attractiveness, Sign System, Visitor Satisfaction.

## 1. INTRODUCTION

Tourism is a strategic activity when viewed in terms of economic and socio-cultural development because tourism opens up many job opportunities so that it can increase people's income, community quality and can increase the love of the homeland for cultural and national values as well as forms of environmental conservation (Suradnya, 2008). Tourism is the biggest foreign exchange earner for Indonesia because Indonesia is an archipelagic country which means that on each island there are various kinds of customs, cultures, languages, and other uniqueness. This diversity is a tourist attraction in Indonesia. Java Island is the 5th largest island in Indonesia which has several provinces, East Java Province is one of the provinces located on the island of Java and has many tourist attractions, especially in Malang City.

Malang City is the second largest city in East Java Province after Surabaya City which is the capital city of East Java Province. Malang city is very famous as a city of education because there are many best colleges or universities in this city. In addition, Malang City is also known as the Flower City of Malang, Malang Ijo Royo-Royo, and Malang Pusaka because of the many historical relics from the royal era to the Dutch colonial era. The number of ethnic groups in Malang City makes Malang City full of unique and interesting cultural diversity.

One of the attractions in Malang City is the heritage of the Singasari kingdom which is currently the main attraction for domestic and foreign tourists, for example the Polowijen Cultural Village which was inaugurated in April 2018, this village is one of the thematic villages carrying cultural tourism. Tourists who visit the Polowijen Cultural Village will be very spoiled with historical stories, artifacts and cultural activities such as mask dances and batik which will certainly invite nostalgia. Historical relics like this have great potential to improve the economy, culture, and society. In this regard, the role of attractions and facilities is very important for tourist village destinations to build an image in the eyes of tourists so that they can achieve visitor satisfaction. Visitor satisfaction is the level of feeling after comparing what visitors receive with their expectations (Umar, 2005). So not only displaying ancient buildings and selling food but also having to enliven the atmosphere such as holding art performances, because by turning on the atmosphere it will be easy to create memories for tourists, so tourists not only know about the Polowijen Cultural Village but tourists also don't hesitate to visit again, besides it must also have supporting facilities such as directions because until now there are still many people in the city of

Malang who are confused about the entrance to the Polowijen Cultural Village and directions inside the village are still lacking. This paper aims to determine whether attractions and sign systems affect visitor satisfaction.

## 2. LITERATURE REVIEW

### A. Tourism

Tourism is a travel activity carried out by individuals or groups of people from one place to another with a specific purpose. According to Koen Meyers (2009) tourism is a temporary travel activity from one place of residence to another whose purpose is not to settle or earn a living but to vacation, fulfill curiosity, and other purposes.

### B. Tourist

Tourists are an important component in tourism because tourists are consumers who will use the goods or services that have been offered when carrying out tourism activities, if tourists are not there then tourism cannot run. According to Law No. 10 of 2009 "tourists are people who carry out tourism activities. Tourists are also a group of people who visit a place with various purposes and motivations."

### C. Purpose

Destinations are an important component in tourism because destinations are a form of product traded in tourism. According to Tuohino and Konu (2014), a destination is a geographical area as a location that attracts tourists to stay temporarily consisting of tourism products so that it requires prerequisites to make it happen. According to Yudi (2019), a destination is strongly influenced by 3A elements, namely attractions, amenities, and accessibility.

### D. Attraction

Law of the Republic of Indonesia No. 10 of 2009 "an attraction is one that has uniqueness, convenience and value in the form of diversity, natural, cultural and man-made wealth which is the target of tourists". According to Basiya and Rozak (2012) attractions are the main motivation for visitors to visit a destination. So that the attraction can strengthen the image of a destination to visit. Attractions are divided into 5, namely:

- 1) Natural attractions
- 2) The architectural tourist attraction of the building
- 3) Specially managed attractions
- 4) Cultural tourism attraction
- 5) Social tourism attraction

### E. Sign System

According to Tinaburko (2012), the sign system is a series of visual representations and graphic symbols as a medium for human interaction and public space. The sign system at a destination serves to make it easier for visitors to find places or facilities that have been provided easily, for example toilets, entrances and exits, places to eat, places of worship, souvenir shops, and other available facilities. Sign systems can save time, effort and direct tourists well. In addition to making it easier for visitors to their destination, the sign system also makes it easier for visitors from outside the area to reach the destination they want to go to.

Tinaburko (2012) asserts that a good and quality sign system is a sign system that is easy to read, easy to see, easy, and trustworthy. Placement of the right sign system will affect visitor satisfaction. The sign system at the destination should use a different color for easy viewing.

### F. Visitor Satisfaction

Meeting the needs of visitors is an important component in tourism because it will indirectly create memories in the hearts of visitors. Therefore, service providers must know the shifting

needs of visitors that change from time to time to achieve visitor satisfaction. According to Tjiptono (2012), customer satisfaction is a condition shown by consumers when they realize that their needs are well met. The creation of visitor satisfaction will have a positive impact on a destination, namely the creation of a harmonious relationship and will lead to an increase in sustainable purchases, word of mouth promotion by visitors without coercion and will achieve visitor loyalty.

According to Tjiptono (2014), the measurement of visitor satisfaction has 6 cores, including:

- 1) Overall customer satisfaction
- 2) Dimensions of customer satisfaction
- 3) Confirm expectations
- 4) Intention to repurchase
- 5) Willingness to recommend

### 3. METHODS

The research design used in this research is quantitative. The population in this study were all people who had visited the Polowijen Cultural Village, totaling 2221 people (visit period January-June 2019) with a sample of 96 visitors where the sampling method used the slovin technique. The sampling method uses the Probability Sampling technique, which is a sampling technique by providing equal opportunities for each element of the population to be sampled using simple random sampling because each sampling unit in the population has the same opportunity to enter the sample. Data collection techniques in this study were carried out by observation, interviews, and questionnaires. The data analysis technique in this study used a quantitative approach, namely statistical analysis of the F-test (F-test) and statistical analysis of the t-test (t-test). The variables and indicators of this research can be presented in the following table:

*Tabel 1*  
*Operational Definition and Research Variable Indicators*

No	Variabel	Indicator	Item
1.	Attraction is an important component and influences the success of a destination (Muljadi, 2009)	a) Attractions b) Amenity (supporting facilities) c) Accessibility (information and mileage)	a) Kampung Budaya Polowijen has ancient cultural attractions that are still preserved b) Kampung Budaya Polowijen has tourist facilities such as toilets and food and beverage vendors as well as homestays c) The access road to the Kampung Budaya Polowijen is easy for all types of vehicles, both two-wheeled and four-wheeled
2.	Sign System is a series of visual representations and symbols that have a purpose as a medium of interaction between humans and public spaces (Tinarbuko, 2012)	a) Easy to see b) Easy to read c) Easy to understand d) Can be trusted	a) a) Directional signs and other facility signs have contrasting colors so they are easy to find. b) Directional signs and other indications of facilities use clear letters so that they are easy to read. c) Directional signs and other facilities pointers are very helpful because they are easy to understand. d) Directional signs and other facility indications provide accurate and correct information.
3.	Visitor satisfaction is a situation shown by visitors when they realize that their needs are well met (Tjiptono, 2012).	a) In line with expectations b) Make a repeat purchase c) Recommend to others	a) Kampung Budaya Polowijen gives an impression and memories for visitors b) Visitors are willing to come back to Kampung Budaya Polowijen c) Visitors are willing to recommend Kampung Budaya Polowijen to others.

## 4. RESULT AND DISCUSSION

### A. Variable Description

The following is a description of the data for each variable as follows:

1) The presentation of respondent data based on the Attractiveness variable which is the independent variable in this study is as follows:

*Tabel 2*  
*Value of Variables*

No	Indicator	Mean	Category
1	Attraction	3,82	Good
2	Accesibility	3,31	Good
3	Amenity	3,49	Good

*Primary data processed, 2021*

Based on the table above, it can be seen that the average value of each indicator on the attraction variable distributed to the respondents shows that the average indicator on the attraction variable is in the good category.

2) The presentation of respondent data based on the Sign System variable which is the independent variable in this study is as follows:

*Tabel 3*  
*Value of Sign System Variables*

No	Indicator	Mean	Category
1	Easy to see	3,45	Good
2	Easy to read	3,45	Good
3	Easy to understand	3,29	Good
4	Can be trusted	3,40	Good

*Primary data processed, 2021*

Based on the table above, it can be seen that the average value for each indicator on the visitor satisfaction variable distributed to respondents shows that the average indicator on the visitor satisfaction variable is in the good category.

3) The presentation of respondent data based on the Visitor Satisfaction variable which includes the dependent variable in this study is as follows:

*Tabel 4*  
*Value of Visitor Satisfaction Variables*

No	Indicator	Mean	Category
1	In line with expectation	3,82	Good
2	Make a repeat purchase	3,31	Good
3	Recommend to others	3,49	Good

*Primary data processed, 2021*

Based on the table above, it can be seen that the average value for each indicator on the sign system variable distributed to respondents shows that the average indicator on the sign system variable is in the good category.

### B. T-Test (Partial Test)

The t-test aims to determine whether the independent variable or attractiveness and sign system partially or individually have a significant effect on the dependent variable or visitor satisfaction.

*Tabel 5*  
*T-Test Value of Variables*

<b>Coefficients<sup>a</sup></b>						
	Model	Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	.459	.201		2.284	.025
	Attraction	.817	.063	.817	12.935	.000
	Sign System	.058	.051	.072	1.145	.255

a. Dependent Variable: Visitor Satisfaction  
Primary data processed, 2021

### 1) Hypothesis Testing 1

The results of the t-test on the attraction variable obtained a probability value of Sig of 0.000 Sig < 0.05 (0.000 < 0.05) so that H1 is accepted and H0 is rejected, meaning that it is partially accepted. The conclusion is that attractions have a significant effect on visitor satisfaction.

### 2) Hypothesis Test 2

The results of the t-test on the sign system variable obtained a Sig probability of 0.255 Sig value > 0.05 (0.255 > 0.05) so that H2 was rejected and H0 was accepted, meaning that it was partially rejected. The conclusion is that the sign system has no significant effect on visitor satisfaction.

### C. F Test (Simultaneous Test)

#### 1) Hypothesis Test 3

This F test was conducted to determine the effect of the independent variable on the dependent variable simultaneously or as a whole.

*Tabel 6*  
*ANOVA Value of Variables*

<b>ANOVA<sup>a</sup></b>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.040	2	25.520	129.776	.000 <sup>b</sup>
	Residual	18.288	93	.197		
	Total	69.329	95			

a. Dependent Variable: Visitor Satisfaction

b.. Predictors: (Constant), Sign System, Attraction

*Primary data processed, 2021*

From the ANOVA table, the probability value (Sig) is 0.000. If the result is Sig < 0.05 (0.000 < 0.05), then the decision is that H0 is rejected and H3 is accepted. The conclusion is significant, meaning that the attraction and the sign system together or simultaneously have a significant effect on visitor satisfaction at the Polowijen Cultural Village, Malang City.

Destination attraction has a big role in a destination that can be seen because it has uniqueness, diversity of natural and artificial wealth which is the target of visiting tourists, attraction is also the most powerful element in tourism compared to the elements that make up other tourism products. Attraction is a pull factor for tourists in influencing the decision to visit a tourist destination. The factors that influence the attraction are uniqueness or beauty, accessibility, and amenities or facilities, if a destination has these three things then the attraction can play a very strong role so that visitors feel satisfied, on the contrary if the factors that affect the attraction attractions are incomplete or unbalanced then the perception received by visitors is not good. Thus the good or bad of an attraction depends on the ability of the service provider to meet the expectations of visitors.

## 5. CONCLUSION

The results of this study conclude that: 1) Attractions have a significant effect on visitor satisfaction as indicated by the value of sig 0.000 (sig value 0.000 <0.05), meaning that the more unique the attraction, the greater the visitor satisfaction. The attraction in question is the uniqueness of the destination, adequate supporting facilities, and easy accessibility, both mileage, and information about the destination. 2) The Sign System does not have a significant effect on visitor satisfaction as indicated by a sig value of 0.255 (sig value 0.255 >0.05), which means that the sign system does not always create visitor satisfaction in the Polowijen Cultural Village and this is because basically, the Polowijen Cultural Village is a development from the concept of urban tourism, one of which changes the physical and non-physical aspects of the function of the community of citizens. The public spaces along the Polowijen Cultural Village do not change the dynamics of the space, so that visitors indirectly have an exploratory perception in exploring every corner of the Polowijen Cultural Village. The perception and motivation of visitors' exploration raises the possibility that the sign system provided does not affect visitors when traveling in the Polowijen Cultural Village. 3) Attraction and sign system simultaneously have a significant effect on visitor satisfaction. This is indicated by the value of sig 0.000 (sig value 0.000 <0.05), which means that both have an effect on visitor satisfaction.

Suggestions in this study are for tourist attraction officers to be able to improve the state of facilities and infrastructure, especially for guides or entrance gates because there are still many people who are constrained by access to entry, expansion of parking lots, and being able to make innovations such as each building accompanied by a description so that visitors who come do not only see but can understand the history of cultural tourism in the Polowijen Cultural Village, Malang City so that it can increase visitor satisfaction.

There are still many factors that affect visitor satisfaction other than what the author studied, besides the results obtained by researchers with the same variables can also have different results when applied in other places, this depends on the location, time, and characteristics of tourist attractions, so it is recommended that other researchers can develop different variables and location determination.

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