The Effect Of Tourism Attraction And Tourism Facilities On Visitor Satisfaction At Kayangan Api Tourism Place Bojonegoro District

Rifdah Qonitah [1], Syarif Hidayatullah[2], Stella Alvianna [3]*

[13]University of Merdeka Malang Tourism Diploma Program
[2]Faculty of Economics and Business, Merdeka University, Malang
Rifdaqonitah@gmail.com

Abstract

Kayangan Api is known for its unspoiled natural beauty and also the story behind it which according to community stories, Kayangan Api is the residence of Mbah Kriyo or better known as Mbah Pandhe who came from the Majapahit Kingdom. Unfortunately, in recent years, the number of visitors to Kayangan Api has decreased, so the authors need to conduct research on Kayangan Api tourism for the purpose of knowing the effect of tourist attraction with tourist facilities on visitor satisfaction of Kayangan Api in Bojonegoro Regency. To get the results of the purpose of this study, the authors use the method of multiple linear regression analysis. Then, the results of this study indicate that tourist attraction and tourist facilities partially or jointly have an effect on visitor satisfaction in Kayangan Api, Bojonegoro Regency. Then, in the dominant test, it was found that tourist facilities had a more dominant effect than tourist attractions.

Keywords : *Tourist Attractions, Tourist Facilities, Kayangan Api Tourism.*

Introduction

Kayangan Api is known for its unspoiled natural beauty and also the story behind it which according to community stories, Kayangan Api is the residence of Mbah Kriyo or better known as Mbah Pandhe who came from the Majapahit Kingdom. According to Mbah Djuli as the caretaker of Kayangan Api, he explained that in the past there was a maker of heirlooms from the Majapahit Kingdom named Mbah Kriyo Kusomo. After years of making heirlooms in the village, Mbah Kriyo Kusomo then meditated and repented in the middle of the forest. He brought a fire and lit it on the rocks, right next to where he was meditating. It is the fire that burns to this day and became the forerunner of the Heaven of Fire. Currently, Kayangan Api has also become a natural tourist attraction and is used as a place for important ceremonies, namely Bojonegoro Regency Anniversary, mass rituals, and so on.

The explanation on Blokbojonegoro news (2017) explains that Kayangan Api tourism has also contributed to Bojonegoro Regency's Original Revenue from the tourism sector which tends to increase the number of visitors significantly. Heru Sugiharto explained that the revenue from the tourism sector (Kayangan Api) was Rp. 428.371.000,-. The former sub-district head of Margomulyo also added that the level of visits at three tourist attractions in Bojonegoro namely Dander WaterPark, Kayangan Api and Pacal Reservoir in 2016 reached 167,189 visitors, an increase of 267.86 percent. Compared to the previous two years,

in 2015 visitors in these three tourism sectors were only 53,624 visitors and in 2014 there were 40,920 visitors.

Unfortunately, this increase has changed in 2019 and 2020. In 2019 the number of visitors to Kayangan Api was 69,362 visitors, but in 2020 the total visitors to Kayangan Api were 25,872 visitors. Of course, the decline experienced a drastic change, where there was a reduction of around 43,490 visitors. In 2019, the highest number of visitors was in June which reached a total of 27,952 visitors, while in 2020, the highest number of total visits was in January, which was 7868 visitors. So for clarity of the data, the following is the number of visitors to Heaven Api every 4 months in 2019-2020: (Archive data of the Bojonegoro Tourism Office, 2019-2020).

Table 1
Number Of Visits To Kayangan Api Every 4 Months
In The Year 2019-2020

Bulan	Jumlah Pengunjung Kayangan Api
Januari – April 2019	17.182
Mei - Agustus 2019	39.557
September - Desember 2019	12.520
Januari - April 2020	10.680
Mei - Agustus 2020	2.604
September - Desember 2020	10.846

Source: Bojonegoro Tourism Office Archive Data, 2019-2020

Based on the data above, the authors need to conduct research on the influence of tourist attractions and facilities that affect visitor satisfaction in Kayangan Api. To support the above data to become more developed, it is necessary to conduct research and implement an effective and efficient program, so that research on Kayangan Api should be carried out.

Literature Review
1. Tourist Attraction

According to Yoeti, tourist attraction is anything that attracts visitors to visit a certain area. While Pedit stated that tourist attraction is anything that is interesting and has value to be visited and seen, basically tourist attractions can be grouped into two groups, namely natural tourist attractions and artificial tourist attractions. Oka (1996). Then according to I Gusti Bagus Rai Utama (2016), tourist attraction is everything in a place that has uniqueness, beauty, convenience and value in the form of diversity of natural and man-made wealth that is interesting and has value to be visited and seen by visitors.

Meanwhile, according to Zaenuri (2012) explains that the quality and attractiveness of tourism are as follows: Quality and Tourist Attraction, namely the assessment of the level of potential object resources and tourist attraction which can be broken down into:

a. Uniqueness/rarity: tourism objects are judged by their uniqueness and rarity, namely whether these objects are easily found in other areas or not.

168

b. Diversity of Attractiveness: assessed from the diversity of content and attractiveness it has.

c. Environmental Condition: related to the physical condition of the environment and the availability of land for development.

2. Tourist Facilities

Zaenuri (2012) explains that facilities are one of the factors for tourists to visit a tourist attraction. Agreeing with Medlik, Zaenuri (2012) said that tourists will come and visit again if there are facilities that can meet all their needs while enjoying the tourist attraction. With these facilities, it is also expected to make tourists feel more comfortable and stay longer and give a good impression of the tourist attractions they visit. To support this, in providing facilities it is also necessary to provide services that can provide convenience and comfort to visitors. Yoeti (2008). Tourist facilities can be interpreted as facilities and infrastructure that must be provided by the manager for the needs of visitors. The needs of visitors are not only to enjoy the natural beauty or the uniqueness of a tourist attraction, but also to require tourism facilities and infrastructure. According to Spillane, facilities are facilities and infrastructure that support the operation of a tourist attraction to accommodate all the needs of visitors, not directly encouraging growth but developing at the same time or after the attraction develops.

3. Visitor Satisfaction

According to Djaslim (2003), the notion of customer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (results) of a product and his expectations. According to Day quoted by Chandra (2006) which states that customer satisfaction or dissatisfaction is the customer's response to the evaluation of the perceived discrepancy or disconfirmation between previous expectations (other work norms) and the actual performance of the product that is felt after its use. Based on this definition, it is concluded that customer satisfaction is the customer's response that is felt after consuming the service by comparing customer expectations with the reality felt by the customer for a service.
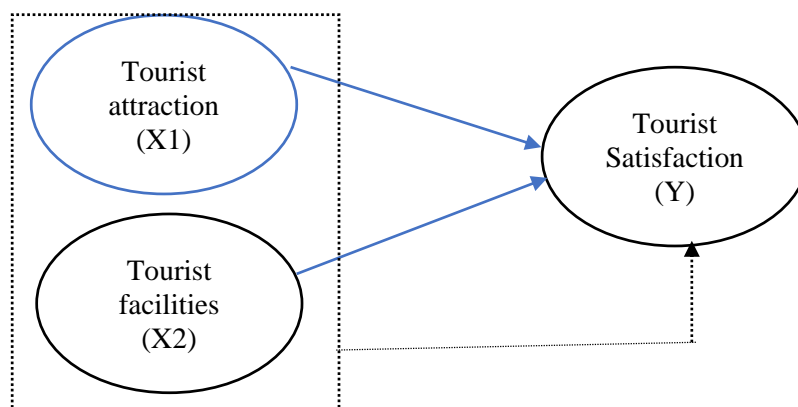
4. Conceptual Framework

Figure 1: Research Conceptual Framework

Method

The type of research used in this research is descriptive research using a quantitative approach. Quantitative method is a method based on the nature of positivism used to examine populations and samples, collect data with research instruments, data analysis is statistical (quantitative), which aims to test pre-determined hypotheses. The descriptive method is a research conducted with the aim of knowing the value of the independent variable, whether it is one or more variables (independent variables), without making comparisons or connecting with other variables. Based on the theory above, the researcher aims to explain the existing phenomena, using a numerical approach and to describe how the influence of tourist attractions and tourist facilities on visitor satisfaction in Kayangan Api. The variables and indicators of this research can be presented in the following table:

Table 2
Research Instruments

No.	Research Variable	Indicator	Statement
1	Tourist Attraction (X1) (Zaenuri, 2012)	Uniqueness /rarity	1. The natural atmosphere of the protected forest area in Kayangan Api 2. There is a fire that never goes out, even though there is rain in the Heaven of Fire 3. The beauty of the shape of the fire in Kayangan Api at night resembles the shape of a traditional weapon, which resembles the shape of a kris 4. The legend from the time of the Majapahit Kingdom that Kayangan Api is the hermitage of an expert in making heirlooms, Empu Kriya Kusuma.
		Attraction Diversity	1. There are many interesting attractions in Kayangan Api 2. Many interesting tourist attractions or activities in Kayangan Api
		Environmental Condition	1. Cleanliness of tourist attractions 2. Arrangements in controlling visitors 3. Arrangement of visitor areas and facilities 4. Development area/land
2.	Tourist Facilities (X2) (Abdulkadir L.M, 1995)	Spatial planning of main facilities	1. A place to enjoy tourist attractions in the form of Kayangan Api is already satisfying 2. There is an adequate park or

No.	Research Variable	Indicator	Statement
		Space Planning	playground
			1. The arrangement of the path from the main entrance of Kayangan Api to the Kayangan Api tourist area is neatly arranged.
		Equipment Messages delivered graphically	1. There are chairs and tables for relaxing visitors
			2. There is adequate electricity for visitors.
			1. Posters of appeals to visitors are clearly displayed
			2. A clear warning sign for visitors
			3. Information boards for visitors are clearly displayed
3.	Visitor Satisfaction (Y1) (Tjiptono, 2006)	Service suitability as expected	1. The experience of traveling in Kayangan Api is as expected.
		Compatibility of service with the rate paid	1. The rates paid are in accordance with the tourist attractions provided
			2. The rates paid are in accordance with the facilities provided.
		Visitor satisfaction will be offered.	1. The provision of tourist attractions is satisfactory
			2. The accommodation provision is satisfactory
			3. Provision of access is satisfactory
			4. The service for the facilities is satisfactory

Source: Data processed by researchers (2021)

Results and Discussion
1. Results

Based on the results of SPSS calculations obtained multiple linear regression results from this study. The detailed results of multiple regression can be seen in the following table:

Table 3
Multiple Linear Regression Test Results Model 1

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	.836	.569		1.470	.145
Tourist Attraction (X1)	.261	.077	.299	3.404	.001
Tourist Facilities (X2)	.601	.079	.665	7.579	.000

a. Dependent Variable: Tourist Satisfaction Y

Source: Data processed by researchers (2021)

From table 3 above, it can be seen that the significance value of the tourist attraction variable (X1) is 0.001 and the significance value of the tourist facilities variable (X2) is 0.000 where both the significance values of the X1 and X2 variables are smaller than 0.05, the tourist attraction variable (X1) and tourist facilities (X2) affect visitor satisfaction (Y). It is also known that the value of the Y constant is 0.836, the regression coefficient value of the tourist attraction variable (X1) is 0.299 and the regression coefficient value of the tourist facilities variable (X2) is 0.665 so that the multiple linear regression equation is as follows:

$$Y=0.836+0.299 X1 +0.665X2 +\varepsilon$$

Based on the results of the equation from the multiple linear regression analysis, it can be seen:

a. The constant (a) = 0.836 indicates that if there are tourist attractions and tourist facilities, then visitor satisfaction will increase by 0.836. This means that if the variable of tourist attraction and tourist facilities is constant, the value of Y will change by itself at a constant value of 0.836.

b. The regression coefficient of X1 is 0.299 and is positive, this indicates that attractiveness has a direct relationship with visitor satisfaction of Kayangan Api. It is known that if the attractiveness variable remains but tourist facilities increase by one unit, then visitor satisfaction will increase by 0.665 or 66.5%.

c. The X2 regression coefficient is 0.665 and is positive, this indicates that tourist facilities have a direct relationship with visitor satisfaction in Kayangan Api. It can be seen, if the tourist facilities variable is constant but tourist attraction increases by one unit then visitor satisfaction will increase by 0.299 or 29.9%.

2. Discussion

1. The Effect of Attraction on Visitor Satisfaction in Kayangan Api

In Tourist Attractions (X1) the value of Sig. (0.001) < 0.05. The value of B is 0.261 so that tourist attraction has a positive and significant effect on visitor satisfaction. The more tourist attractions have attractiveness, it will increase visitor satisfaction. This is in line with research conducted by Irvian (2019) which explains that attractiveness has a significant effect on the decision to visit visitors in Bukit Bunda. Then, the author also supports the results of research conducted by Marpaung (2019) which explains that attractiveness has a direct and significant effect on both visitor satisfaction and interest in repeat visits. In addition, according to Nurlestari,

(2016) explaining that tourist attraction has a significant effect on the intention of repeat visitors at the Cisarua Safari Park, Bogor.

2. **The Effect of Tourist Facilities on Visitor Satisfaction in Kayangan Api**

In Tourist Facilities (X2) the value of Sig. (0.000) < 0.05. The value of B is 0.601 so that tourist facilities have a positive and significant effect on visitor satisfaction. The better the tourist facilities provided, it will increase visitor satisfaction. From these results, the authors support the results of research conducted by Budiman Marpaung (2019) which explains that tourist facilities have a direct and significant effect both on visitor satisfaction and on return visit interest. In addition, the results of this study can support the results of research conducted by Sirait (2017) which says that partially, tourist facilities have a significant effect on the decision to visit visitors at the Gibeon Hill tourist attraction.

3. **The Influence of Tourist Attractions and Tourist Facilities on Visitor Satisfaction in Kayangan Api**

In ANOVA the value of Sig. (0.000) < 0.05. So it can be concluded that, Tourist Attractions and Tourist Facilities together have an effect on Visitor Satisfaction. So from the results of this study, it shows that the authors are in line with the results of research conducted by Marpaung (2019), that tourist attraction, quality of service, and tourist facilities have a direct and significant effect on both visitor satisfaction and interest in repeat visits. Then, the authors also agree with the results of research from Irvian (2019) that the results of the study show that together tourist attractions and facilities have a significant effect on the decision to visit visitors in Bukit Bunda.

4. **The Most Do minant Influence Between Tourist Attractions and Tourist Facilities on the Satisfaction of Kayangan Api Visitors**

When testing the first and second hypotheses, it is known that the Tcount of the tourist attraction variable is 3,404 and the Tcount of the tourist facilities variable is 7,579. Then it is obtained that the Tcount value of the tourist facilities variable is greater than the tourist attraction variable, so it can be said that the most dominant variable in influencing visitor satisfaction is the tourist facilities variable. The results of this study, therefore reject the results of research conducted by Irvian, (2019) which shows the results of the t-test conducted by researchers, the dominant variable in the decision to visit is in the tourist facilities variable. In addition, the authors in this study are also in line with and support the results of research conducted by Marpaung, (2019) (Zharfaningrum et al., 2020)

which explains that the dominant test conducted between attractiveness and tourist facilities shows that tourist facilities are more dominant in influencing visitor interest in repeat visits. Then when viewed from the t test, there is a dominant influence on tourist facilities which have a sig value of 0.000 <0.05, so it is assessed that the influence of the tourist facilities variable has a significant influence on visitor satisfaction.

Conclusion

1. The tourist attraction variable has an effect on visitor satisfaction in Kayangan Api, Bojonegoro Regency. Tourist Attraction has a positive and significant effect on visitor satisfaction. The more tourist attractions have attractiveness, it will increase visitor satisfaction.

2. The variable of tourist facilities has an effect on visitor satisfaction in Kayangan Api, Bojonegoro Regency. Tourism Facilities have a positive and significant effect on visitor satisfaction. The better the tourist facilities provided, it will increase visitor satisfaction.

3. Variables of tourist attraction and tourist facilities have an effect on visitor satisfaction in Kayangan Api, Bojonegoro Regency. Tourist Attractions and Tourist Facilities together have an effect on Visitor Satisfaction.

4. The variable that has the most dominant influence on tourist attraction and tourist facilities on visitor satisfaction in Kayangan Api, Bojonegoro Regency is the tourism facility variable..

References

Achmad Dimyanti, (2003). Usaha Pariwisata, Jakarta: Erlangga.

Akrom, Mohamad. (2014). Analisis Faktor Faktor yang Mempengaruhi Kunjungan Pengunjung di pantai Waleri, Kabupaten Kendala. Semarang: Universitas Diponegoro.

Alma, B. (2004). Manajemen Pemasaran dan Pemasaran Jasa. Bandung: Alfabeta.

Alvianna, S. (2021). Pengaruh Kualitas Harga Layanan dan Kepuasan terhadap Kesetiaan Usia Millenial Berkunjung ke Tempat Wisata. *Media Wisata*, *18*(1), 69–80. https://doi.org/10.36276/mws.v18i1.78

Anibal MJ N'dami, C. ;, Syarif, H. ;, Stella, A. ;, Muhammad Danang, S. ;, & Rulli, K. (2021). *PRESPECTIVE OF TOURISM DEVELOPMENT IN BIJAGOS ISLAND (GUINEA-BISSAU) AS WELL AS COMMUNITY ECONOMIC GROWTH*. *9*(1), 3766–3773.

Basiya, R., & Rozak, H. A. (2012). Kualitas Daya Tarik Wisata, Kepuasan, dan Niat Kunjungan Kembali Pengunjung Mancanegara di Jawa Tengah. Jurnal Ilmiah Dinamika Kepariwisataan , Vol. 11. No.2

Budiman Marpaung. (2019). Pengaruh Daya Tarik, Kualitas Pelayanan, Fasilitas dan Keselamatan Dengan Kepuasan Pengunjung Sebagai Variabel Interventing Terhadap Minat Kunjungan Ulang Pengunjung. Jurnal Penelitian Manajemen. Vol.1, No.2.

Anggita Permata. (2019). Pengaruh Sektor Pariwisata Terhadap Pertumbuhan Ekonomi di Indonesia. Surabaya: Universitas Airlangga.

Basiya R, Hasan Abdul Rozak. (2012). Kualitas Dayatarik Wisata, Kepuasan dan Niat Kunjungan Kembali Pengunjung Mancanegara di Jawa Tengah. Dinamika Kepariwisataan, Vol. 11, No. 2, Oktober 2012.

Dinas Kebudayaan dan Pariwisata Kabupaten Bojonegoro. (2019). Data Arsip Jumlah Pengunjung Kayangan Api Bojonegoro. Bojonegoro: Dinas Kebudayaan dan Pariwisata.

Dinas Kebudayaan dan Pariwisata Kabupaten Bojonegoro. (2020). Data Arsip Jumlah Pengunjung Kayangan Api Bojonegoro. Bojonegoro: Dinas Kebudayaan dan Pariwisata.

Dinas Kebudayaan dan Pariwisata Kabupaten Bojonegoro. (Tanpa Tahun). Obyek Wisata di Kabupaten Bojonegoro. Diambil dari https://dinbudpar.bojonegorokab.go.id/menu/detail/6/ObyekWisata. Diakses pada tanggal 25 Maret 2021.

Djaslim Saladin, (2003). Intisari Pemasaran. Bandung: Linda Karya.

Fatimah Furaji dkk, (2013). *Study on The Influence of Advertising Attractiveness on The Purcase Decisions of Women and Men*, *Journal of International University Of Basrah Iraq*.

Ghozali, I. (2012). Aplikasi Analisis *Multivariate* dengan Program IBM SPSS. Yogyakarta: Universitas Diponegoro.

H. Woodward Frank, (1972). Manajemen Transportasi (Ancangan Mengefektifkan Transportasi dalam Dunia Bisnis). Jakarta: Indah Grafika.

Helena Sirait, (2017). Pengaruh Harga dan Fasilitas Terhadap Keputusan Berkunjung Pengunjung di Objek Wisata Bukit Gibeon Kecamatan Ajibata Kabupaten Toba Samosir, Medan: Universitas Negeri Medan.

Hidayatullah, S., Windhyastiti, I., Patalo, R. G., & Rachmawati, I. K. (2020). CItra Destinasi: Pengaruhnya Terhadap Kepuasan dan Loyalitas Pengunjung yang Berkunjung ke Gunung Bromo. Jurnal Manajemen dan Kewirausahaan Universitas Merdeka Malang, Vol. 8. No. 1.

I Gusti Bagus Rai, (2016), Pengantar Industri Pariwisata, Yogyakarta: Deepublish.

Irvian, B. (2019). Pengaruh Daya Tarik Wisata dan Fasilitas Terhadap Keputusan Berkunjung di Wisata Bukit Bunda Kabupaten Blitar. Tulungaung: Institut Agama Islam Negeri.

Kotler, P., & Keller. (2007). Manajemen Pemasaran. Jakarta: PT. Indeks.

M. Yazid. Sektor Wisata Sumbang 305,5 Persen PAD Bojonegoro. 2017. Diambil dari http://blokbojonegoro.com/2017/01/12/sektor-wisata-sumbang-3055-persen-pad-bojonegoro/. Diakses pada tanggal 25 Maret 2021.

Muljadi A.J, (2009). Kepariwisataan dan Perjalanan, Jakarta: Raja Grafindo Persada.

Nurlestari, A. F. (2016). Pengaruh Daya Tarik Wisata Terhadap Kunjungan Ulang Pengunjung Dengan Kepuasan Pengunjung Sebagai Variabel Intervening Pada Taman Safari Indonesia Cisarua Bogor. Bogor: Jurnal Pariwisata.

Oka, Yoeti, (1985). Pemasaran Pariwisata, Bandung: Angkasa.

Pitana, I Gede dan Gayatri. (2005), Sosiologi Pariwisata. Yogyakarta: Andi Offset.

Stephany Lapian, Dkk, (2015). Pengaruh *Adversiting* dan Daya Tarik Wisata Terhadap Keputusan Pengunjung Mengunjungi Obyek Wisata Pantai Firdaus Di Kabupaten Minahasa Utara, Jurnal Ekonomi dan Bisnus, Manado: Skripsi FEB Universitas Sam Ratulangi.

Sugiyono. (2014). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

Sugiyono. (2014). Statistika Untuk Penelitian. Bandung: Alfabet.

Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

Tjiptono, Chandra. (2006), Manajemen Pelayanan Jasa, Yogyakarta: Andi Offset.

Tjiptono, F. (1997). Strategi Pemasaran. Yogyakarta: Andi Offset.

Yoeti, Oka A. (2008). Ekonomi Pariwisata: Introduksi, Informasi, dan Aplikasi. Jakarta: Kompas.

Zaenuri. (2012). Perencanaan Strategis Kepariwisataan Daerah: Konsep dan Aplikasi. Yogyakarta: e-Gov Publishing

Zharfaningrum, D., Hidayatullah, S., Khouroh, U., Ekonomi, F., & Malang, U. M. (2020). *Determinan Keputusan Pembelian Online di Instagram : Perspektif Promosi , Kemudahan , Kualitas Informasi dan. 7*(2).