

INFLUENCE OF TOURISM FACILITIES AND DESTINATION IMAGE ON THE SATISFACTION OF TOURIST VISITORS ON SAMOSIR ISLAND

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Abstract

The packaging of the tourism industry must involve all parties or the community and regional government so that the tourism development process can proceed according to what is expected. The aim of the involvement of all parties is to build a strong destination image and provide adequate tourist facilities so as to produce superior visitor attraction at the destination. Everyone who comes to see and enjoy a tourist area will give an impression, assessment and provide an evaluation of what they feel to determine the decision to visit a tourist attraction. Related to this, the factors of tourist facilities and destination image have an important role in the level of visitor satisfaction, because if the visit feels safe and comfortable then visitors will feel satisfied when they come to the tourist attraction, the impact is that visitors will return to the tourist attraction and the impact is that visitors will carry out promotions indirectly. to their relatives, friends and through the social media they have so that many people will know about this tourist area. Tourist facilities influence visitor satisfaction with a significance value of $2,459 > t$ table of 2.004, so that H1 is accepted and H0 is rejected, which means that separately (partially) there is an influence of tourist facilities on visitor satisfaction. Destination image influences visitor satisfaction with a significance value of $0.438 < t$ table of 2.004 so that H1 is accepted and H0 is rejected, meaning that separately (partially) there is an influence of destination image on visitor satisfaction. Tourist facilities and destination image influence visitor satisfaction with the calculated F value test results of $3,476 > F$ table of 3.17 so that H0 is rejected and H1 is accepted, which means that the independent variables of tourist facilities and destination image simultaneously influence the dependent variable of visitor satisfaction. Based on the results of data processing in the Model Summary table, it can be seen that the R

Square value is 0.116 or 11.6%, which means that the independent variables of tourist facilities and destination image influence the dependent variable of visitor satisfaction by 11.6% and other factors that cannot be examined in this research.

Keywords: Tourist Facilities, Cestination Image, Visitor Satisfaction

INTRODUCTION

One of the islands in Indonesia that is a tourist destination is Samosir Island, which currently has the potential to become a destination center for people from various regions and also from foreign countries who want to visit Samosir Island to see the beauty of Samosir Island. Samosir Island has beautiful natural views and various other artificial tourist attractions that can refresh visitors' eyes. Samosir Island is located in the middle of Lake Toba, making Samosir Island one of the current favorites for visitors to go on holiday because it has such beautiful views and is surrounded by a lake with beautiful hills and the nature is still very beautiful and has very cool air.

Samosir Island has regional cultural tourism (cultural fragments and historical heritage), lake and beach tourism, spiritual tourism. Some of these tourist attractions are in several sub-districts on Samosir Island, namely Pangururan, Simanindo, Sianjur Mulamula, Ronggur Nihuta, Harian, Sitio-Tio, Palipi, Nainggolan and Onangrunggu, with the beauty of each tourist attraction it will create satisfaction for visitors so that they will tell every family, relative and friend to visit the tourist attractions on Samosir Island. This will increase the number of visitors to Samosir Island.

Visitor satisfaction is an important factor that tourism business managers must pay attention to. According to Tjiptono, 2017, visitor satisfaction is the feeling of happiness and regret felt after making a comparison between desires and the reality of a product or service they receive. Visitors/consumers will make a comparison between the performance of the product or service received and expectations after experiencing it, so if the actual performance is higher or in line with expectations, then visitors will feel very satisfied and vice versa if the actual performance is lower compared to expectations, then There will be a feeling of dissatisfaction which will result in visitors to the tour not returning to the tour and will have a bad promotional effect on other people.

Tourist facilities are an important factor that supports the creation of a sense of satisfaction for visitors because if a variety of adequate facilities are available in a tourist area according to visitors' needs when traveling, visitors will feel safe and comfortable in that tourist area. According to Mansur, Mansur (2013) tourist facilities are tools that operate as supports used by visitors as facilities when visiting tourist areas and fulfill their needs in exploring the destination image from the available tourist products. Tourist facilities offered such as available public transportation, tour guides, culinary/restaurants, directions, good accommodation and various other facilities.

Destination image is also one of the factors that must be managed well by tourism business managers in the tourism development process so that it can run according to the desired tourist destination. A good destination image of a tourist attraction will produce a superior attraction for tourist visitors. Every visitor who travels to an area will provide an assessment and evaluation of the tourist attractions they have visited. Related to this, the image of the destination has a very strong influence on the level of satisfaction for visitors because if visitors feel comfort and security when traveling, then visitors will feel calm when they are at a destination tourist attraction and if they are satisfied then the impact is that they will come back to visit again. don't have any fear because the image of the tourist destination is good and will also bring friends, family, relatives and possibly visitors to promote the tourism through electronic devices or social media that they have. Based on the background explanation above, the author wishes to conduct research entitled the influence of tourist facilities and destination image on the satisfaction of tourist visitors on Samosir Island.

THEORETICAL BASIS

Consumer Satisfaction

A visitor is every human being who uses and consumes goods or services provided by producers, either for personal, family, friends or for work that supports all human activities. Visitor Satisfaction is the feeling of happiness or disappointment felt by visitors from the reality they obtain and their hopes for something they obtain. According to Solomon in (Priansa, June 2017), visitor satisfaction is a consumer's overall feeling regarding the product or service that has been received by the visitor/consumer. According to Solomon in Donni Juni Priansa (2017), visitor satisfaction is a consumer's overall feeling regarding the product or service that the visitor has received. Satisfaction is a feeling of happiness or sadness that arises as a result

of what one receives or feels about the performance of the product (or results) in relation to their expectations (Philip Kotler 2018).

Consumer Satisfaction Indicators

1. conformity of expectations
2. Interested in coming back to visit
3. willingness to recommend/promote

Tourist Facilities

Tourist facilities are one of the factors that can support the running or development of a tourist area that will be visited by tourists. With the availability of facilities owned by the tourist area, this will create a sense of satisfaction for tourists as proven by tourists making return visits to places they have visited. According to Tjiptono (in Isti Faradisa, 2016) facilities are physical resources provided for equipment which aims to make it easier for visitors to carry out activities so that consumer needs can be met. Tourist facilities are supporting tools that can create a feeling of joy and happiness because of the convenience and fulfillment of adequate tourist facilities in enjoying the tourism products offered (Abadi 2013). Dimensions of Tourist Facilities:

1. Main facilities
2. Supporting facilities
3. Supporting facilities

Destination Image

A place will be visited by many people if the place they want to visit feels safe and comfortable when in that place or area. Image is a picture (Image) of a place, how good and bad a place or area is created by the surrounding community in that area. Image is a description of a product, service or environment that becomes a comparison material for visitors/consumers regarding what they have experienced. Based on the definition above, image can be interpreted as the belief, image and impression that visitors get from the surrounding environment or other parties as a result of their experience and knowledge about an object (Qu, H. 2011) mentions dimensions of destination image other than the uniqueness of the destination. namely the existence of interesting attractions consisting of many or varied tourist attractions and cultural attractions. Meanwhile, according to Kozak (2006), destination image is a person's response to

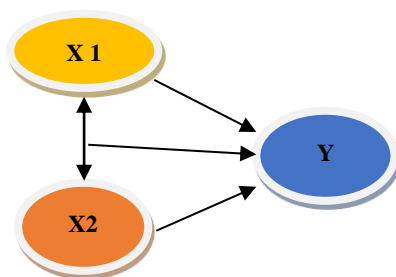
the characteristics of a destination which can be influenced by promotional information, social media and other factors.

Destination Image Indicator

1. cognitive image,
2. unique image,
3. affective image,

Conceptual Framework

The framework for thinking in this research is as follows :



Information :

X 1 = Tourist Facilities

X 2 = Destination Image

Y = Visitor Satisfaction

METHODS

This research was carried out in the tourist area of Samosir Island and the research period was March – May 2023. In this research, the population used as the population are people or visitors who are traveling on Samosir Island. In this research, the researcher has criteria, namely that the respondent is every visitor who at the time of the research was or had visited Samosir Island by distributing questionnaires, conducting questions and answers and taking documentation as a supporting tool in this research. In determining the sample from the population above, the researcher used the Slovin formula in (Budi Setiawan 2023 as follows:

RESULTS AND DISCUSSION

The Influence of Tourist Facilities (X1) on Visitor Satisfaction (Y)

The results of the hypothesis test show that partially tourist facilities have an influence on visitor satisfaction. The results of the t test in this study can be explained in the table below:

| Coefficients^a | | | | | | | | |
|---------------------------------|------------------|------------------------------------|-------------------|----------------------------------|----------|-------------|--------------------------------|------------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 20.627 | 6.151 | | 3.353 | .001 | | |
| | Fasilitas Wisata | .447 | .182 | .324 | 2.459 | .017 | .959 | 1.042 |
| | Citra Destinasi | .039 | .090 | .058 | .438 | .663 | .959 | 1.042 |

a. Dependent Variable: Kepuasan Pengunjung

Based on the results of the data processing in the table above, the tourist facility variable shows that the calculated t value is $2,459 > t$ table of 2,004 so that H1 is accepted and H0 is rejected. The conclusion is that partially (separately) there is an influence of tourist facilities on visitor satisfaction.

The Influence of Destination Image (X2) on Visitor Satisfaction (Y)

The results of the hypothesis test carried out show that the destination image partially influences visitor satisfaction. The results of the t test in this study are explained in the following table:

| Coefficients^a | | | | | | | | |
|---------------------------------|------------------|------------------------------------|-------------------|----------------------------------|----------|-------------|--------------------------------|------------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 20.627 | 6.151 | d | 3.353 | .001 | | |
| | Fasilitas Wisata | .447 | .182 | .324 | 2.459 | .017 | .959 | 1.042 |
| | Citra Destinasi | .039 | .090 | .058 | .438 | .663 | .959 | 1.042 |

a. Dependent Variable: Kepuasan Pengunjung

Based on the results of the processed data in the table above, the destination image variable shows that the calculated t value is $0.438 < t$ table of 2.004 so that H1 is accepted and H0 is rejected. This means that there is a partial influence of destination image on visitor satisfaction.

The Influence of Tourist Facilities (X1) and (X2) Destination Image on Visitor Satisfaction (Y)

The results of the hypothesis test that have been carried out show that the variables of tourist facilities and destination image simultaneously influence the variable of visitor satisfaction. The results of the F test in this research can be explained in the following table

| NOVA ^b | | | | | | |
|-------------------|------------|----------------|----|-------------|-------|-------------------|
| | Model | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 81.386 | 2 | 40.693 | 3.476 | .038 ^a |
| | Residual | 620.453 | 53 | 11.707 | | |
| | Total | 701.839 | 55 | | | |

Based on the results of data processing in the table above, it can be seen that the calculated F value is $3,476 > F$ table is 3.17 so that H_0 is rejected and H_1 is accepted, which means that the two independent variables, namely tourist facilities and destination image, simultaneously influence the dependent variable (dependent) visitor satisfaction.

Coefficient of Determination R²

The results of testing the coefficient of determination can be explained in the following table:

| Model Summary ^b | | | | | |
|----------------------------|-------------------|----------|-----------------|---|----------------------------|
| Model | R | R Square | Adjusted Square | R | Std. Error of the Estimate |
| 1 | .341 ^a | .116 | .083 | | 3.42150 |

Sumber: Data diolah (2023)

Based on the results of data processing in the table above, it can be seen that the R Square value is 0.116 or 11.6%, which means that the independent variables (independent) tourist facilities and destination image influence the dependent variable (dependent) visitor satisfaction by 11.6% and the rest is influenced by factors. others that could not be examined in this study.

CLOSING

Conclusion

Based on the results of the research and data processing that have been carried out, it can be concluded that tourist facilities have a significant influence on visitor satisfaction, as indicated by a t-count value of 2.459 which is greater than the t-table value of 2.004, so H_1 is accepted and H_0 is rejected. This means that partially, tourist facilities have an effect on visitor

satisfaction. Destination image also influences visitor satisfaction, where the t-count value of 0.438 is compared with the t-table value of 2.004, resulting in the acceptance of H1 and rejection of H0, indicating that partially there is an influence between destination image and visitor satisfaction. Furthermore, tourist facilities and destination image simultaneously influence visitor satisfaction, as shown by the calculated F value of 3.476 which is greater than the F-table value of 3.17, so H0 is rejected and H1 is accepted. This indicates that the independent variables of tourist facilities and destination image jointly affect visitor satisfaction. Based on the Model Summary results, the R Square value is 0.116 or 11.6%, which means that tourist facilities and destination image contribute 11.6% to visitor satisfaction, while the remaining 88.4% is influenced by other factors that were not examined in this research.

Suggestion

Based on the discussion carried out in this research, several suggestions are proposed in order to obtain better results in the future. First, for every tourist attraction on Samosir Island, it is necessary to empower and improve the availability of tourist facilities used by visitors when traveling with family, relatives, or friends, so that tourists do not experience difficulties in accessing the facilities they need. Adequate and well-managed facilities will create comfort, which in turn can increase visitor satisfaction. In addition, every tourist attraction on Samosir Island needs to maintain and enhance its destination image so that both domestic and international tourists feel comfortable and remain interested in visiting Samosir Island. Second, for future researchers, it is expected that they can expand the scope of research by including other variables that may influence visitor satisfaction, such as location, social class, culture, and other relevant factors, in order to enrich and compare the findings with previous studies.

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