

What Creates Tourist Satisfaction in Prambanan Temple?

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Abstract

Tourism is an industry which has a potential significant role in economic growth around the world. Indonesia is a country which also prepares for a world class tourism industry. In this country, there is a UNESCO world heritage site named Prambanan temple located in Yogyakarta. The purpose of this research is to get the antecedents of tourist satisfaction in Prambanan temple. The level of tourist satisfaction is an important thing for tourist attraction marketers. It is claimed that a successful tourist attraction is a place which gives more satisfaction for its visitors. There were 500 respondents filling the questionnaires of this study. The data were processed by SPSS and AMOS program. Descriptive statistics, validity, reliability, model fit, and regression analyses were run to prove the hypotheses. The result shows that perceived value, perceived quality, and destination image determine the level of tourist satisfaction. There are two kinds of implications from this research. Theoretically, this research strengthens the findings from the previous researches. Practically, this research gives some perspectives for tourist destination managers to create a better marketing strategy by giving more attention to perceived value, perceived quality, and destination image. This research also gives several suggestions for the next researches.

Keywords: tourism, marketing, tourist satisfaction, Prambanan temple

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1. INTRODUCTION

Tourism industry is widely developed by many countries. This industry is claimed to have a significant role of economic growth (World Travel & Tourism Council, 2018). It gives a significant contribution for gross domestic product in some countries (Tang & Tan, 2015). Tourism has been recognized to be one of many industries which has the fastest growth in global industries this decade. Traveling

becomes a lifestyle for many people. Therefore, many businesses get advantages from this phenomenon.

There are countries around the world have been developing their potential tourism places. In fact, developing this industry does not only give an impact for its industry, but also it does affect numerous other industries. Tourism industry is related to other industries such as transportation, hotel, food beverage, etc. This industry has two types: culture tourism and nature tourism (Yamashita, 2015). Indonesia is a country which is rich in two of them.

Indonesia, a country which has many tourist attractions, also prepares itself to get the advantages of this potential industry. The tourism ministry of Indonesia also has a vision to make Indonesia a world class tourist destination (Kemenpar, 2016). Moreover, this industry hopefully becomes one of some strategic industries to improve the quality of life in Indonesia. Improving the quality of tourism, it is a need to conduct more research to help make a tourism industry better.

One of the most famous places in Indonesia is Prambanan temple. Indeed, it is a UNESCO world heritage site. This place is a historical place for Mataram Kingdom. It is believed that the temple was built in the 8th century. This temple is the biggest Hindu temple in Indonesia. Besides being an important place for Hindus, it is also an important attraction place for Indonesia (Emeralda, 2015).

The management of Prambanan temple is a state-owned enterprise. This company is essential to improve the quality of this destination place, take care about the heritage site, and make profit. There are many facilities have been built to make the visitors satisfied. However, it is important to measure the level of tourist satisfaction in Prambanan temple. The result can be an insight for the management whether what they have done is effective.

Consumer behavior is something which is very important for marketing study. It is a process for consumers to search, choose, buy, and use a product or service. For tourist destination marketing, the consumer is the tourists visiting its place. They could enjoy the destination place and the other way around. This study will expose more about post behavioral of tourist destination consumers.

Tourist satisfaction has an important role for tourist destination, especially for the department of marketing in a tourist destination. It is claimed that tourist satisfaction is a main factor to make a destination successful (Correia et al., 2013). Therefore, providing the best service to make tourist satisfaction is one of the goals for the management of tourist destination.

Improving tourist satisfaction is a way to improve the profit for tourist destination. It is claimed that the magnification of tourist satisfaction is an increase for company's revenue. A management of tourist destination should not neglect that costumers are the ones giving them income. For that reason, the purpose of the marketing should focus on its costumer.

It had been conducted some research focusing on tourist satisfaction. Nevertheless, the factors of tourist satisfaction are still debatable for researchers (Lin & Kuo, 2016). This study is conducted to improve and strengthen the findings of tourist satisfaction's antecedents. Understanding some factors affecting tourist satisfaction, it is hoped that the quality of tourist destination will be better.

This paper is organized as follows. The first chapter is about the introduction and the importance of the research topic. The second part is all about literature review and formulating a conceptual framework and the hypotheses. After that, the research method of this research is explained. The fourth chapter is the results and discussions. The last one is the conclusions, implications, and suggestions for the next research.

2. LITERATURE REVIEW

2.1. Tourist Satisfaction

Consumer driven marketing is a concept in which companies focus on the consumer's hope (Kotler & Keller, 2016). Hence, the companies should be able to create value for their consumers, so the consumers will feel satisfied. The companies should be more creative to serve what consumers want. If the companies cannot give what consumers want, the companies will be left by the consumers. They prefer getting satisfaction from other companies providing what they look for.

In the world of tourism industry, it is acknowledged that marketing strategy is such an important thing to discuss. Despite a fact that destination place should be good in quality, the management of tourist destination also needs to make a good marketing strategy, so people will know the greatness of the place. Consequently, a marketing strategy of a destination place must be excellent to make the potential tourists interested.

Tourist satisfaction is an essential concept for tourism marketing. The concept of tourist satisfaction involves tourists and also the management of the attraction place (Rajesh, 2017). It is a concept for making a good decision of destination marketing. Therefore, it is important to know the antecedents of tourist satisfaction.

In the tourism industry, the key of success is giving satisfaction for tourists (Lin & Kuo, 2016). It is such a main goal to make tourists satisfied (Fyall et al., 2019). When they are satisfied, they will come again and make repeated visits. It means that the business process of the destination place will be sustainable. Sustainability is important for any businesses including businesses in the tourism industry. Satisfaction of tourists is the predictor of success in tourism industry. Therefore, the management of attraction places should be committed to making a good strategy to make their tourists satisfied.

Satisfaction is a condition when people get what they want (Johnson, 2015; Oliver, 2014). It is an evaluation process before and after consuming a product or service. It is an indicator for companies whether they are successful. When consumers of a company are highly satisfied, the companies are successful. Accordingly, the companies get more profits from the consumer's satisfaction.

Satisfaction depicts what consumers feel after consuming products or services (Tjiptono & Chandra, 2011). The process starts when consumers start expecting the products or services they will consume. After having the expectation, consumers will compare it to the reality. Consumers compare what they have expected with the experience from the process of consumption. If the reality is better or the same as what consumers have expected, the satisfaction will be high. The other way around, if the reality is worse than what consumers have expected, the level of satisfaction will be low.

Tourist satisfaction is a perception created by every tourist after they visit a tourist attractions place. Tourists make a comparison between the expectation and reality. It is well known that tourist satisfaction is important for tourist destination management. There was research which found some factors creating tourist satisfaction. However, those factors are still debatable.

2.2. Perceived Value

Perceived value is one of important things in consumer studies. It is a crucial factor of company's success. If companies want to be successful, they must consider perceived value an important thing (Kumar & Reinartz, 2016). It should be a goal to give the best perceived value for their consumers.

Consumers create their own value of products or services they consume provided by companies (Chen & Chen, 2010). In fact, perceived value will spring up if consumers think that the benefits of consuming products or services are bigger than the price of the products or services. Perceived value is consumers evaluation of products or services they receive from the company. It is an opinion of products or services they get to satisfy what they expect.

Every tourist can have a different perspective of their own perceived value for the same destination place. It is a subjective opinion for everyone. Therefore, shaping consumer perceived value is not an easy job for a tourist destination manager (Yoo & Park, 2016). He must know how to create a good value for his consumers.

The satisfaction of tourists can be predicted by some factors such as consumer value. Perceived value is the one of some factors determining consumer satisfaction (Ramseook-Munhurrun et al., 2015). Another research also found that perceived value is a major predictor for tourist satisfaction (El-Adly, 2019). It is

indicated that perceived value has an effect to tourist satisfaction. Therefore, the first hypothesis is:

H1: Perceived value has a positif influence on tourist satisfaction.

2.3. Perceived Quality

Quality is the level of goodness in a product or service (Geum & Park, 2011). Every consumer can have a different perspective of quality they perceive. It is a judgement of products or services whether they are good or not. Perceived quality is an evaluation from consumers for the condition of products or services they want (Ryu et al., 2012).

Regarding to a tourist destination, perceived quality can be understood from some dimensions (Rajaratnam et al., 2015). It includes a natural beauty, tourist information, cleanliness, food, facility, and security. All of them are evaluated by tourists to get the meaning of perceived quality. Tourists judge the quality based on what they experience in destination place. They will feel satisfied based on what they get. If they get good service and facilities from the destination place, they will consider the place has a good quality.

Some researchers had indicated that perceived quality is a predictor of tourist satisfaction (Žabkar et al., 2010). Perceived quality is an important factor for tourist satisfaction. Studies conducted that perceived quality gave an influence over tourist satisfaction (Saleem et al., 2015; Su et al., 2016). Based on the previous research, it is formed that the second hypothesis is:

H2: Perceived quality has a positif influence on tourist satisfaction.

2.4. Destination Image

The construct of image is a big issue for marketers around the world. The management of tourism destination will make a good image, so the potential consumers will be interested in what they provide. It is important to make and keep the brand image to attract consumers. It is a fact that consumers remember the image of products or services (Zhang, 2015). They also consider brand image before buying products or services. Sustainability of a business depends on some factors including its brand image (Qu et al., 2011). A good image leads the company to get the growth of revenue and profit.

Tourist destinations have their own image differentiating them to other destinations (Kock et al., 2016). It depends on the management whether they focus on creating a good image for their tourist destination. Destination image is shaped by tourist experience. They will give a depiction of a destination. It can be a good image or not. Therefore, the management should have a strategy to create an

image which supports their vision and mission. This must suit their target of the tourist segmentation. A good place, natural attraction, entertainment, historical and cultural object are the instruments of destination image.

There were studies which found that destination image determined tourist satisfaction (Souiden et al., 2017). It is one of some predictors for tourist satisfaction. A tourist destination which has a good destination image will give more satisfaction to the visitors (Veasna et al., 2013). Therefore, the last hypothesis of this research is:

H3: Destination image has a positif influence on tourist satisfaction.

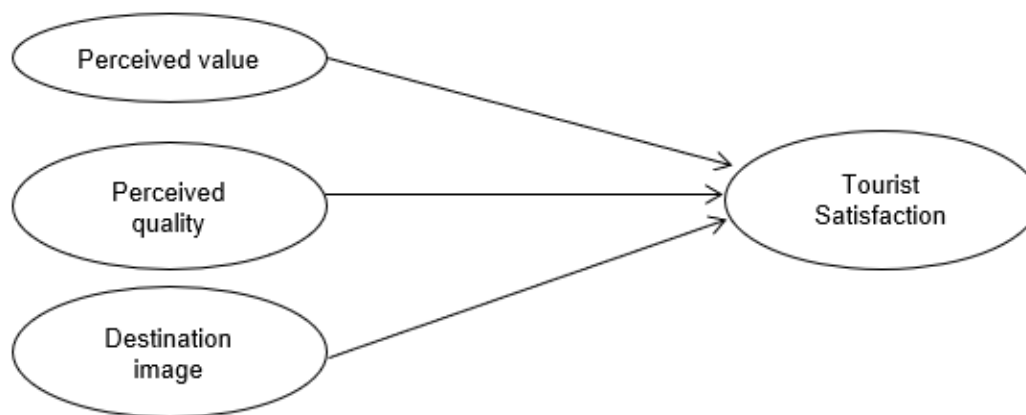


Figure 1. Research Model

3. METHODOLOGY

This study used a quantitative analysis. There were primary data gathered from respondents by conducting a self-administrative survey. The respondents of this study were tourists visiting Prambanan Temple in January 2020. The researcher used purposive sampling to choose the respondents. All activities related to gathering the data was conducted in Prambanan temple tourism place located in Prambanan, Yogyakarta, Indonesia.

The survey used questionnaire to collect the data from the respondents. The questionnaire was divided into two main chapters. First chapter was about the demographic information including age, gender, educational background, nationality, and so on. There were instruments to measure four variables. There were three independent variables for the antecedents of tourist satisfaction and one dependent variable which was tourist satisfaction. The measurement of these variables was developed from a comprehensive literature review. The respondents

could choose whether the sentences in the questionnaire suited them by choosing on the scales. The choices had 5 scales. A Likert scale 5-point was used to give the respondents choices. Number 1 was for strongly disagree until number 5 was strongly agree.

After collecting the data from the respondents, the data is processed by SPSS and AMOS program. This first analysis describes the characteristics of the respondents of this research. To test the validity and reliability of the data, validity test and reliability test are conducted. The instrument is valid if the number of factor analysis is more than 0,5. Reliability test is a test to make sure the consistency of the measuring instrument. The instrument is valid if the number of Cronbach's Alpha is more than 0,6. After ensuring that the data are valid and reliable, model fit testing is conducted. After that, testing the hypothesis is the last step. The hypothesis is supported if the number of p value is less than 0,05 (Ghozali, 2016; Hair et al., 2010).

4. RESULT AND DISCUSSION

The descriptive analyses were conducted to explore the characteristics of the respondents. Table 1 shows the descriptive analysis figuring the profile of the respondents. Male respondents are more than the female. The percentage of men is 55,82% and the women is 44,18%. They have different ages, but most of them are 26-35 years old. There are some educational background levels, but most of them are graduated from senior high school. In a marital status, most of them are unmarried about 62,23% and the rest are married. Most of the respondents are domestic tourists about 66,32% and the foreign tourists about 33,68%. For the visit frequency, most of them are first timers about 72,89% and the others once visited this temple at least once. The complete profile of the respondents is in this following table.

Table 1. Respondents Profile

No.	Descriptions	Classification	%
1	Gender	Male	55,82
		Female	44,18
2	Age	16-25	15,69
		26-35	30,34
		36-45	26,22
		46-55	19,72
		> 55	8,03
3	Education	Senior high school	39,56
		Diploma	20,75
		Bachelor	28,78
		Postgraduate	10,91
4	Marital status	Married	37,77
		Unmarried	62,23

No.	Descriptions	Classification	%
5	Country	Indonesia	66,32
		Other countries	32,68
6	Visit frequency	First time	72,89
		More than one	27,11

After exploring the profile of the respondents, the validity test was conducted to test the variable indicators. This research used a factor analysis to test the validity. The results of this validity test were all the indicators from all the variables are valid. The numbers of factor analysis are more than 0,5. After conducting the validity test, reliability test was conducted. The numbers of Cronbach's alpha for all the variables were more than 0,6. Therefore, it was concluded that all the variables are reliable. The values of Cronbach's Alpha are in the table 2 (the diagonals columns).

Table 2. Descriptive Statistics

Variable	Mean	Standard Deviation	(1)	(2)	(3)	(4)
Perceived Value (1)	4.210	0.303	0,80	0,401	0,293	0,132
Perceived Quality (2)	4.004	0.331		0,79	0,125	0,202
Destination Image (3)	4,121	0.432			0,82	0,359
Tourist Satisfaction (4)	4.043	0.401				0,86

Table 3. Model Fit Testing

Absolute Fit	Criteria	Fit Value	Description
Chi-Square; probability	Small; not significant (Hair et al., 2010)	80,6; (>0,05)	Good
GFI	>0,9 (Hair et al., 2010)	0,92	Good
RMR	<0,08; upper limit <0,1 (Arbuckle, 2013)	0,06	Good
RMSEA	<0,08; upper limit <0,1 (Arbuckle, 2013)	0,07	Good
INCREMENTAL FIT			
AGFI	>0,8 (Hair et al., 2010)	0,83	Good
NFI	>0,9 (Hair et al., 2010)	0,92	Good
CFI	>0,9 (Hair et al., 2010)	0,93	Good
TLI	>0,9 (Hair et al., 2010)	0,91	Good
PARSIMUNIOUS FIT			
CMIN/DF	1-2 over fit	3,53	Good
(subject to sample size)	2-5 liberal limit (Arbuckle, 2013)		

In general, the model has a satisfactory value of goodness of fit, so the hypothesis testing can be done with the existing models. After the model fit testing, regression analyses were conducted to test the hypotheses. The result is provided in table 2. It shows that all the hypotheses are supported. The p values from three hypotheses are less than 0,05. It is a proof that all the independent variables influence the dependent variables. The number of β for all the hypotheses are positive. It means that the impacts of independent variables on dependent variables are positive. The higher the level of independent variables (perceived value, perceived quality, and destination image), the higher the level of tourist satisfaction.

Table 4. Hypothesis Testing Results

Hypothesis	Relationship	Estimate (β)	P value	Result
H1	PV => TS	0,325	0,000	Supported
H2	PQ => TS	0,189	0,000	Supported
H3	DI => TS	0,260	0,000	Supported

Based on the hypotheses testing results, it was found that all the independent variables have positive impacts for dependent variables. First hypothesis is testing the impact of perceived value to tourist satisfaction. Perceived value gives a positive impact on tourist satisfaction. This finding supports previous research which found that perceived value is one of some factors which influenced tourist satisfaction (Bajs, 2015). Some other research also has the same findings, perceived value has a positive impact on tourist satisfaction (Su et al., 2016; Wang et al., 2017). The better value the tourists get from visiting a destination place, the higher the level of tourist satisfaction. The value which tourists get from the destination place is very important to create the satisfaction of tourists. Therefore, it is important to create a good perceived value, so tourists will be satisfied.

The second hypothesis tests the impact of perceived quality on tourist satisfaction. It is found that perceived quality has a positive impact on tourist satisfaction. Tourists often see the quality when enjoying the destination place (Rajaratnam et al., 2015). The quality they receive from tourist destination is crucial to make a high level of satisfaction. This finding supports the previous studies which found that perceived quality positively influenced tourist satisfaction (Mathew & Sreejesh, 2017; Su et al., 2016). The better the perceived quality, the level of tourist satisfaction will be higher.

The third hypothesis is conducted to test the influence of destination image on tourist satisfaction. This hypothesis is also accepted. Destination image positively influences tourist satisfaction. The better the destination image, the more satisfied the tourists will be. This finding supports previous research which found that destination image positively influenced tourist satisfaction (Ramseook-Munhurrun et al., 2015; San Martín et al., 2018; Souiden et al., 2017). Consequently, the image of destination should be managed. Having a good destination image is an asset for

management. It is intangible asset which we cannot see and touch. However, destination image is essential for a successful destination place.

5. CONCLUSION

Providing a satisfying product or service for the customers is an essential thing for every company. Nevertheless, not every company understands what makes their customers satisfied. In a tourism industry, tourist satisfaction is an important thing to be explored deeply. Therefore, the antecedents of tourist satisfaction are also worth studying. There are some factors which influence tourist satisfaction. Based on the results of this research, perceived value, perceived quality, and destination image are proven to positively influence tourist satisfaction.

5.1. Implication

This research has theoretical and practical implications. Theoretically, this research gives more literatures for tourism industry and strengthens the findings from previous research. Practically, the findings of this research may give some insights for decision makers in destination place management. Moreover, creating a satisfaction of tourists, the management of tourist destinations can also make a better marketing strategy by giving more attention to perceived value, perceived quality, and destination image.

5.2. Limitation and Suggestions

The limitation of this research is the location of this research is only in Prambanan temple. The next research may conduct in many other destination places. The data of this research is cross sectional data. The next research may use time series data, so the results may enrich the previous findings. A comparative study can also be conducted between domestic and foreign tourists.

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