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## TOURISM SATISFACTION ANALYSIS OF TOURISM PACKAGES AS TOURISM PRODUCTS IN PAKSEBALI VILLAGE, KLUNGKUNG, BALI

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### ABSTRACT

*The purpose of this study was to determine the level of satisfaction of tourists who visit and enjoy tour packages as a product of the tourism village of Pakseballi, Klungkung, Bali. Data were collected by interviewing, observing, and distributing questionnaires to 100 tourists (incidental sampling). Data were analyzed using qualitative and quantitative descriptive analysis techniques through Index Performance Analysis (IPA) and Customer Satisfaction Index (CSI). The results of the study is the tourists are satisfied. The indicators considered important by tourists are the friendliness of tour guides and the performance that exceed their expectations. Indicator considered less important by tourists are the procedures for serving food and beverages, and the price suitability for tour packages. Indicator considered less important by tourists and felt too excessive is the cleanliness of the village environment. The tourists also hope that the tour time will be extended so they can be more involved in community activities.*

**Keywords:** Tourist Satisfaction, Tourism Packages, Satisfaction of Tourism Product, Pakse Bali village

### INTRODUCTION

The tourism sector is a driving force for the community's economy, which is expected to be able to run sustainably in the development of populist tourism. To achieve community-based sustainable tourism development, it is necessary to diversify tourist attractions that are oriented towards improving community welfare, preserving cultural arts, and developing environmentally friendly tourism. Tourism development like this is now known as 'people's tourism' (Putra and Pitana, 2010).

A tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the village both from socio-economic life, socio-culture, customs, daily life, has a typical village architecture and spatial structure, or unique and interesting economic activities and has the potential to the development of various components of tourism, such as attractions, accommodation, food and drink, souvenirs and other tourism needs. (Priasukmana & Mulyadi 2001) Ministry of Culture and Tourism, 2011, in Pantiyasa (2019), Tourism Village is a form of

integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that integrates with existing procedures and traditions. A tourism village has an attraction (which can be in the form of a unique physical environment in the rural area, as well as the socio-cultural environment of the community) which is packaged naturally and attractively so that rural attractiveness can drive a visit to the village.

To realize the development of community-based sustainable tourism, it is necessary to diversify tourist attractions that are oriented towards improving community welfare, preserving cultural arts, and developing environmentally friendly tourism. In line with the Tourism Village Development Acceleration Program implemented by the government through the Ministry of Tourism in synergy with the Ministry of Villages for Disadvantaged Areas and Transmigration to create 2000 tourist villages, the Klungkung Regency Government has issued a Regent Regulation No. 2 this year. 2017 regarding the designation of tourist villages, one of which is Pakseballi Village.

Pakseballi Village is one of the 18 tourist villages that have been designated as tourism villages based on Klungkung Regent Regulation number 2 of 2017. Pakseballi Village is one of 12 villages in Dawan District and is located east of Semarang City which is 1 kilometer away. Pakseballi Village is also one of the villages that include supporters of Adi Pura awardees.

The manager of Pakseballi Village has worked hard to explore all the potential and resources of the village to realize his dream of making Pakseballi village a tourist village that has tourism products that can attract tourists to visit Pakseballi village. The mainstay of tourism products that are the mainstay in the management of tourist attractions in Kali Unda, the sale of food and drinks at the Kali Unda restaurant, and a tour around the village which is named The Pakseballi Tour Village. Measuring customer satisfaction is an important part of an institution or company to determine the success of its efforts to satisfy customers. Usually, customer satisfaction is assessed not only by one attribute but also by multi-attributes for companies engaged in services or products.

According to Brown in Sudaryono (2016) consumer satisfaction is a condition in which the needs, wants and expectations of consumers for a service product are following or fulfilled by the appearance of the products and services. Satisfied consumers will consume these products continuously, encouraging consumers who are loyal to these products or services to be happy to like these products and services to other people by word of mouth. Wells and Prenskey (1996) state that consumer satisfaction and dissatisfaction is a consumer's attitude towards a product or service as a result of consumer evaluation after using a product or service. Consumers will be satisfied if the service provided by the product or service pleases them. According to Zikmund, MacLeod, and Gilbert in Suryadana and Octavia (2015) after-purchase evaluation from the comparison between expectations before purchase and actual performance. Obviously, the selected evaluation's consumer satisfaction at least equal or exceeds consumer expectations. disappointment in the actual work environment does not meet consumer expectations, but if consumers feel satisfaction will encourage consumers to repurchase products. Hillary, J. (2020) in her article entitled Factors Affecting Tourists Satisfaction in Candirejo Tourism Village, Indonesia, stated that all of the independent variables jointly affect the tourist's satisfaction in Candirejo Village.

Despite that, the price was the only factor individually affecting the tourist's satisfaction in Candirejo Village. Therefore, attraction, facility, service, accessibility, and price are multi-factors. Optimal synergized of these factors can increase the tourist's satisfaction in Candirejo Village.

Tjiptono (2008: 45) the attributes that makeup consumer satisfaction are : (a) relevant in obtaining products, namely products or services offered by producers available at outlets close to potential buyers. (b) Willingness to serve consumers who re-purchase products for a relatively long time, then the willingness of consumers to buy products from friends or family becomes an important measure for eating. The attributions that consumers make can greatly affect their post-purchase satisfaction with a product or service. There are three types of attributions according to Jones (2008) in Etta Mamang Sangadji and Sopiah (2013: 184), namely: (a) Causal attribution (causal attribution) if an error occurs, consumers will judge who deserves to be blamed. (b) Control attribution (control attribution): an assessment of whether the dissatisfaction is still within marketers' control or not. (c) Attribution of stability (attribution of stability): consumers will respond if they are not satisfied with the performance of the product or company, whether this happens at a later date or not. If they believe the answer is yes, the intensity of the dissatisfaction they feel will be even higher.

Even government agencies that are directly related to community services periodically calculate the level of satisfaction of the community being served, as is the case with the Paksewali tourism village until now the analysis of satisfaction with tourists who visit Paksewali Village has never been studied. The purpose of this study was to determine the level of satisfaction of tourists who visit and enjoy tour packages as a product of the tourism village of Paksewali, Klungkung Regency, Bali.

Ade Mutia Rahma (2018), with the title Analysis of Tourist Satisfaction in carrying out activities at Pengandaran Beach. The result of this study is that we find that the satisfaction of tourists on the West Coast of Pangandaran is sufficient because of the existence of adequate facilities and security. The relevance of this research is the group in the research objectives that can be accessed by tourists, the difference is in the data analysis technique which only performs qualitative analysis so that the satisfaction index is not measured accurately, another difference is focused research with 2 indicators, namely the provision of facilities and security.

Dewanto Bismantoro, Asep Agus Handaka Suryana, Wahyuniar Pamungkas, and Atikah Nurhayati (2018) Where the results in Quadrant I are a top priority for management development to increase the level of tourist satisfaction going forward. Then the CSI results obtained a tourist satisfaction level of about 61%. From these results, tourists are "Quite Satisfied" with Mangrove Tourism in Karangsong Village, and the results of the chi-square test state that the origin of residence is related to tourist satisfaction. The relevance of this research is to both analyze customer satisfaction, with the same analysis method, namely CSI and IPA, but the research is more focused on tourism objects and focuses on managing and managing facilities but does not discuss attitudes and behavior, the provision of food and beverage parts other than tourist objects are not a tour package.

Anggia Arista, Yan Mahesa, Kiki Roidelindho (2019) Research title: Analysis of Visitor Satisfaction Levels at Mirota Beach, Bata City. sample. The results of the research of 130 respondents are for the servqual score, namely the

average value of each dimension on the Mirota beach is tangible (-0.553), assurance (-0.529), empathy namely (-0.521), reliability (-0.581) and responsiveness (-0.585). based on the calculation of the servqual score The results of the calculation of gab for the five dimensions are the difference between truth and expectation > -1 which means good, while for quality (Q) each dimension is tangible 0.854, assurance 0.865, empathy is 0.867, reliability 0, 852 and responsiveness 0.847. Based on the calculation of the value of quality (Q) for the five dimensions, namely the value of 1 which means good. Based on the assessment for the total dimensions, the ideal value is 82.42 or 65.93% so that it can be ignored that the satisfaction level of Mirota beach visitors is in a sufficient category satisfied. The relevance of this research is with the same objective, namely to see the level of tourist satisfaction and the difference is that the research only measures the service from the service dimension and has not seen the indicators on the dimensions of the service in which parts are satisfactory and unsatisfactory. Another difference is the use of data analysis techniques using the servqual method.

## METHODOLOGY

The research variables are:

1. Tourist Satisfaction is The behavior of visitors or tourists as a result of tourist evaluation after using, feels the Pakseballi Village tour package by analyzing the comparison of expectations with performance
2. Pakseballi Tourism Village Tour Packages are goods and or services offered by the manager of the Pakseballi tourism village to tourists at several prices consisting of a trip around the Pakseballi village by displaying indicators: Procedures for the reception, available natural tourist attractions, prepared cultural tourism objects, village environmental cleanliness, safety tours, leisure tours, tour guide procedures, the ability of tour guides to guide you, hospitality guides, appearance of tour guides, taste food and beverages, procedures for serving food and beverages, restaurant cleanliness, restaurant atmosphere, waiter hospitality, waiter appearance, suitability price for tour packages

The population of this study are tourists who visit Pakseballi Village. The sample size is 100 tourists with the sampling technique is incidental sampling.

Data was collected using several data collection techniques as follows:

1. Questionnaires, namely the distribution of closed question forms or with the choice of using a Likert scale of 5, and also an open questionnaire where tourists can provide comments in the form of criticism, appreciation and suggestions
2. Interviews are asking directly to tourists and tourism village managers
3. Observation participation, namely making direct observations of the tourism products offered by the tourism village manager engage as tourists with tour packages.

4. Documentation, namely by recording the required documents, taking photos or images needed.

The data obtained were analyzed using anarchically techniques *Importance Performance Analysis (IPA)* It is a technique to measure the level of importance or expectation of the service / product instrument according to the consumer's view and the level of performance that is useful for developing the business being run. And divided into Cartesian Diagram continued measurement of customer satisfaction, namely *Customer Satisfaction Index (CSI)* Method of customer satisfaction index (Customer Satisfaction Index) is an index to measure the level of customer satisfaction based on certain attributes. According to Dixon (1991) there are four steps in calculating the Customer Satisfaction Index (CSI), namely: Determining the Mean Importance Score (MIS) and the Mean Satisfaction Score (MSS). This value is scaled from the average level of importance and performance as well as the formula for IPA analysis. and CSI as follows:

$$\bar{X} = \frac{\sum X_i}{n} \text{ dan } \bar{Y} = \frac{\sum Y_i}{n} \dots\dots\dots(1)$$

$$MIS = \frac{[\sum_{i=1}^n Y_i]}{n} \dots\dots\dots(2)$$

$$MSS = \frac{[\sum_{i=1}^n Y_i]}{n} \dots\dots\dots(3)$$

$$WF = \frac{MIS_i}{\sum_{i=1}^p MIS_i} \times 100\% \dots\dots\dots(4)$$

$$WS_i = WF_i \times MSS \dots\dots\dots(5)$$

$$CSI = \frac{\sum_{i=1}^p WS_i}{HS} \times 100\% \dots\dots\dots(6)$$

Information :

*MIS* : Mean Importance Score

*MSS* : Mean Importance Score

*n* : Number of Respondents

*WF (Weight Factors)* : is the percentage of MIS value per attribute to the total MIS of all attributes.

- WS (Weight Score)* : is the multiplication of Weight Factor (WF) and the average level of satisfaction (Mean Satisfaction =MSS)
- Y<sub>i</sub>* : the i-th attribute importance value,
- I* : the ith performance attribute value
- HS* : Hight scale
- P* : the number of attributes of interest 5 scale

*Table 1 Value Criteria Customer Satisfaction Index*

<i>NO</i>	<i>Index Value (100%)</i>	<i>Criteria</i>
1	81% ≤ satisfaction index ≤ 00%	<i>Very satisfied</i>
2	61% ≤ satisfaction index ≤ 80%	<i>Satisfied</i>
3	41% ≤ satisfaction index ≤ 60%	<i>Quite satisfied</i>
4	21% ≤ satisfaction index ≤ 40%	<i>Less satisfied</i>
5	0% ≤ satisfaction index ≤ 20%	<i>Not satisfied</i>

Source: Aritonang (2005)

## RESULTS AND DISCUSSION

### RESULT

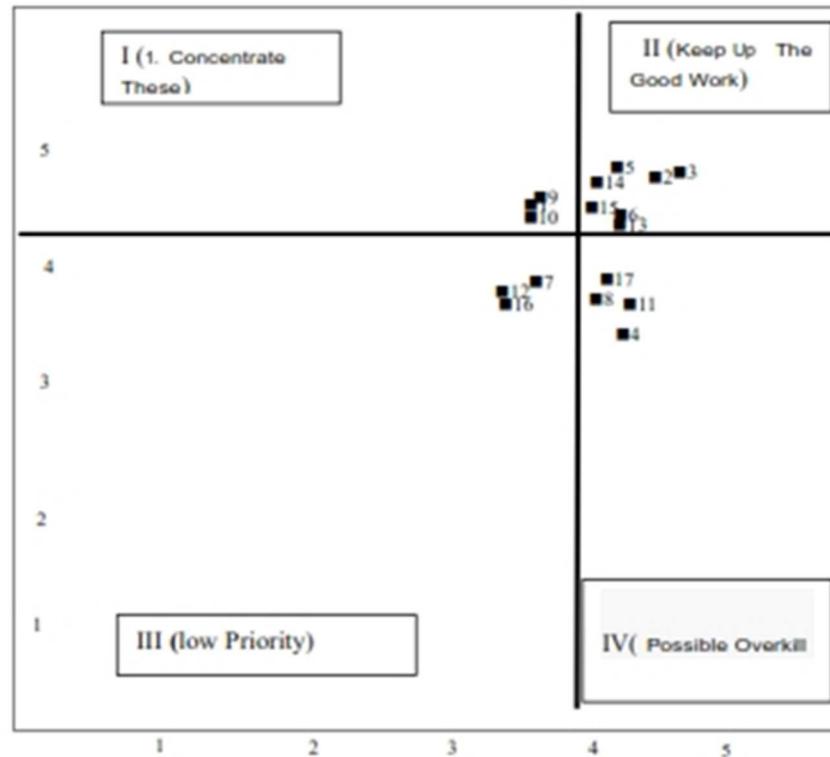
Based on the data that has been collected, a working table can be made to analyze tourist satisfaction with tour packages using IPA and CSI analysis.

**Table 1. The working table of tourist satisfaction analysis**

No.	Indicator	Interest score (Σ y)	Perfor manc e Score (Σ x)	MIS	MSS	Level of conformity	WF	WS
1	Guest reception procedures	395	415	3.95	4.15	105.06	5.67	23.53
2	Natural attractions available	464	451	4.64	4.51	97.20	6.66	30.04

3	Cultural Attractions prepared	485	456	4.85	4.56	94.02	6.96	31.74
4	Cleanliness of the village environment	415	349	4.15	3.49	84.10	5.96	20.79
5	Safety Tour	440	465	4.4	4.65	105.68	6.32	29.37
6	Leisure Tour	431	435	4.31	4.35	100.93	6.19	26.91
7	Procedures for guides to guide tours	386	356	3.86	3.56	92.23	5.54	19.72
8	The ability of a tour guide to guide you	407	360	4.07	3.6	88.45	5.84	21.03
9	Hospitality guides	384	427	3.84	4.27	111.20	5.51	23.54
10	Tour Guide Appearance	363	401	3.63	4.01	110.47	5.21	20.90
11	Taste of food and drink	409	357	4.09	3.57	87.29	5.87	20.96
12	Procedures for serving food and beverages	364	375	3.64	3.75	103.02	5.23	19.60
13	cleanliness of the restaurant	437	401	4.37	4.01	91.76	6.27	25.16
14	Restaurant atmosphere	411	445	4.11	4.45	108.27	5.90	26.26
15	Waiter hospitality	403	430	4.03	4.3	106.70	5.79	24.88
16	Waiter Appearance	358	356	3.58	3.56	99.44	5.14	18.29
17	Price suitability of tour packages	414	345	4.14	3.45	83.33	5.94	20.50
	total score			69.66	68.24			
	Average (mean)			4.10	4.01	98.19		
	WT							403.24
	CSI							<b>80.66</b>

Source: Research, 2020



**Figure 1 Cartesian diagram Tourist Satisfaction with Tour Packages**

## DISCUSSION

*Based on the Cartesian diagram it can be seen that:*

Quadrant I: contains indicators that are considered important by tourists, but the performance has not been as expected, or in other words, the level of customer satisfaction is still lacking so that the variables that enter this quadrant must be improved continuously. This quadrant: indicator 9 (Hospitality guides), 10 (Tour Guide Appearance). Based on IPA, the friendliness and appearance of the tour guides must be increased. The friendliness of delivering the tourists is very important because guests need warm communication. The appearance of the guides must also be improved, especially the physical appearance (grooming) so that tourists are not awkward in interacting.

Quadrant II: indicators that are deemed important by tourists, and the performance is considered to be in accordance with their expectations, or tourists are satisfied. Therefore, it must be maintained. 1 (Guest reception procedures), 2 (Available Natural Attractions), 3 (Cultural Attractions prepared), 5 (Security Tour), 6 (Leisure Tour), 13 (restaurant cleanliness), 14 (Restaurant atmosphere), 15 (Waiter hospitality). In Quadrant 2 this must be maintained because they have been satisfied or what the tourists' expectations have been fulfilled.

Quadrant III: indicators that are considered less important by tourists and in fact their performance is also not that special. The increase in indicators can be reconsidered because the effect on the benefits felt by customers is very small. Indicator 7 (Procedures for Guides to guide tours), 12 (Procedures for serving food and beverages), 17 (Price suitability of tour packages). Tourists do not really care about the procedures for guiding tours but need to be improved again, as well as procedures for serving food and drinks, although not too important for tourists, they also need to be improved. The food prices are not important factor for the guest, however it become an integral part of the tour package, they need to be re-analyzed or adjust with quality food.

Quadrant IV: indicators are considered less important by tourists, and are felt to be too excessive. Therefore, the indicators are controlled for indicator savings: 4 (Village environmental cleanliness), 8 (The ability of the tour guide to guide), 11 (Taste of food and drink), 16 (Waitress Appearance). Things that are felt to be excessive by tourists such as the cleanliness of the village environment may look too excessive, such as cutting down roadside trees so it needs priority, the attitude of the tour guide needs to be controlled or must behave fairly, respect guests excessively, the appearance of the waitress is too excessive, guest prefer the waitress use natural make up.

Based on the CSI (Customer Satisfaction Index) analysis, it was found that the tourist satisfaction index was: 80.66%, meaning that tourists were satisfied in enjoying the tour package as a product of Pakseballi Tourism Village. Some inputs from tourists, especially foreign tourists, include first, the visit is added to the time so that tourists can get more detailed information about the object. Second, the tourists can be involved with the activities visited, for example making balinese paintings (*prada*), weaving, making traditional umbrellas and others. Third, the existence of safety insurance guarantees at tourist objects. Fourth, directions for tour trips. Fifth, improvement of cleanliness, especially the drainage of the village environment. Sixth, the villager should take care about dogs or other animals roam.

## CONCLUSION

*Based on the results of the study it can be concluded that the tourist satisfaction index in enjoying the tour package is satisfied, things that must be fixed. Several things can be recommended as follows: (1) For the management of a tourism village to make a product variant of a tour package with a longer time that involves tourists in the activities of the attractions visited. (2) So that the cost of the tour package is added to the accident insurance fee for tourists. (3) To be advised to the public not to let their dogs roam the streets. (4) To carry out training on hospitality, to implement health protocols. (5) To immediately develop standard operating procedures in guiding tours and food and beverage services.*

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