

Analysis of the Influence of Amenity and Tourist Attractions on the Satisfaction of Inbound Muslim Tourists Visiting Halal-Based Tourist Destinations in Super Tourism Area Lake Toba Samosir

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Abstract

This research aims to know the Tourism amenity, tourist attractions on the satisfaction of Inbound Muslim tourists visiting the halal-based tourist destination area in the Super Lake Toba Area. The sample in this study was as many as 100 samples obtained from 5x the number of people indicators with random sampling technique. An analysis of the data is conducted using multiple linear regressions. The results of this study is tourism amenity have positive and significant effect on the satisfaction of tourists visiting halal-based tourist destinations in the super area of Lake Toba. The results of this study is a tourist attraction have positive and significant effect on the satisfaction of tourists visiting halal-based tourist destinations in the super area of Lake Toba. R-Square for variable Y is 0.604. The acquisition of the value explains that the percentage of the magnitude of competence Y can be explained by X1 and X2 of 60.4%.

Keywords

tourism amenity; tourist attractions; satisfaction



I. Introduction

Indonesia is a country with many tourist destinations can be natural and or man-made. This is what makes Indonesia as the most chosen country for foreign tourists to make Indonesia a miniature world. Tourism may be a arranged trip, carried out exclusively or in bunches from one put to another with the point of getting a frame of fulfillment and delight alone. the condition of a trip is alluded to as a tourism trip in case: (1) The trip is made from one put to another, exterior the put where the individual utilized to live; (2) The reason of the trip is exclusively for fun and not to create a living within the put or nation that what he gone by; (3) Exclusively as a shopper within the put gone to. Tourist satisfaction with tourist destinations is supported by four main components with the term "4A" namely attractions, amenities, accessibility, and ancillary service. The satisfaction of tourists is very closely related to the quality of tourism products received. The satisfaction of tourists is shown by wanting the return of these tourists to the destinations they visit.

Tourism is an industrial sector which is currently got a lot of attention from many countries in the world. The tourism sector is believed to have the ability to increase economic growth (Maciej in Amin & Priansyah, 2019). Tourist attractions are shows or spectacles that have an attraction for visitors. Tourist attractions usually feature things that are not commonly seen so visitors will tend to approach the source. Amenity is a physical resource that must exist before a service is offered to consumers. Basically, facilities in service companies are factors that determine the choice of people to visit tourist attractions (Lubis et al, 2020; Suharyanto et al, 2020).

Lake Toba super tourist area is a tourism icon in Indonesia is also one of the super priority tourist destinations of five tourist destinations that have been promoted by the Government. The super lake toba area is also known by inbound Muslim tourists who visit as a destination surrounded by a community that is almost ninety percent non-Muslim. Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media. In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018). This is a challenge for inbound Muslim tourists who visit, where in tourist destinations there are very few amenities and tourist attractions available that are needed by Inbound Muslim tourists such as halal hotels, halal restaurants, halal tour packages, tourist attractions that are in accordance with halal standards. Whereas it should be a tourist destination that is visited by many Muslim inbound tourists all the amenities and attractions displayed should be in accordance with the needs of Inbound Muslim tourists.

Based on the description above, the author assumes that to increase tourist satisfaction, there are needed to be interesting tourist attractions and complete tourist amenities. So the author was interested in conducting research with the title: Analysis of the Influence of Amenity Tourist and Tourist Attractions on the Satisfaction of Muslim Inbound Tourists to Super Lake Toba Tourist Destinations.

II. Review of Literature

2.1 Company Performance

Amenity is the second free variable in this study, researchers aim to find out the state and completeness of tourist facilities with the theoretical reference of Sumayang in Kiswanto (2011: 43), clarifying a few things that have to be considered within the arrangement of offices, in this ponder pointers of the offices utilized are: 1. Completeness, cleanliness, and tidiness of the offices advertised are the state of company offices prepared by the traits that go with it and upheld by cleanliness and tidiness when customers utilize these offices. 2. The condition and function of the offices to be advertised are offices that function properly and don't suffer damage. 3. Ease using the offices advertised could be a office advertised to consumers could be a office that's commonplace to shoppers so that buyers can utilize it effectively. 4. The hardware gear utilized may be a instrument utilized by shoppers in understanding with its determinations.

2.2 Halal-Based Tourist Attractions

In the field of tourism, known as attractions or tourist attractions. Attractions have the meaning of everything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that are targeted or tourist destinations (Law No.10 of 2009). So attractions become the main thing that is interesting from a tourist destination. Attractions are a key motivator to visit a destination (Crouch & Ritchie in Abdulhaji & Yusuf, 2016), and become a main reason for visitors in choosing a destination over others (Goeldner et al in Abdulhaji, 2016), thus becoming a tourist attraction to visit the tourist area (Roger Slinn in Abdulhaji & Yusuf, 2016). There are five groups of attractions: culture, nature, events, recreation, and entertainment. Meanwhile, good tourist attractions should be able to bring as many tourists as they can, making them stay in these tourist attractions in sufficient long time, and provides a satisfaction value to visiting tourists (Soekadijo in Abdulhaji & Yusuf, 2016).

2.3 Satisfaction

Satisfaction according to Singh (2006), defines satisfaction as: "a person's feeling of pleasure or disappointment resulting from comparing the perceived performance of a product (or outcome) in relation to its expectations". Satisfaction can be related with sentiments of acknowledgment, joy, help, delight, and delight. There are numerous components that influence client fulfillment. These components incorporate inviting representatives, respectful representatives, learned representatives, supportive workers, charging precision, charging reliability, competitive estimating, benefit quality, great esteem, charging clarity and quick benefit. Performance, Salem (2003) claims that performance is referred to as about doing the job, as well as being about the results achieved. It can be defined as the result of work because they provide the strongest relationship with Strategic objectives of the organization, customer satisfaction and economic contribution. Efforts in attracting tourists to go to an area must certainly provide their own cirri hkas that are able to providing pleasure to the tourists to always enjoy the attraction of tourism with Provide complete tourist facilities.

III. Research Methods

This type of research is associative research using descriptive quantitative data analysis that aims to determine the relationship or influence of two or more variables, namely amenities and tourist attractions to tourist satisfaction. The type of data in this study used primary data. Primary data in this study is assessment data about amenity and tourist attractions to the satisfaction of Inbound Muslim tourists to the super tourist destinations of Lake Toba by spreading questionnaires (angket). This research was conducted in the area of tourist attractions in the super area of Lake Toba, located in Toba Samosir Regency, North Sumatra Province. This research time was conducted in January 2021- June 2021. The sample in this study was obtained by multiplying 5 x number of indicators in this case 5 x 20 = 100 respondents.

Table 1. Variable Operational Definition

Research variable	Variable Definition	Indicator	Scale of Measurement
Tourism Amenity (X1)	completeness of tourist facilities in tourist destinations	1. Halal restaurants and restaurants 2. Halal souvenirs 3. Tourist Information Center Sumayang in Kiswanto (2011:43),	Interval 5-1
Tourism Attractions (X2)	Something that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that are targeted or tourist destinations.	1. Level of uniqueness 2. Level of beauty 3. Level of diversity 4. Land availability rate Widyaningrum (2016)	Interval 5-1
Tourist satisfaction (Y)	A person's feelings of pleasure or disappointment result from comparing the perceived performance of the product (or results) in relation to his or her expectations	1. Cleanliness at halal attractions 2. Easy to get information about halal attractions 3. Easy to access about halal pariwisata 4. Beautiful scenery in halal tourist destinations 5. Peace and Quiet on halal tourism 6. There is a place to carry out sports activities at halal attractions 7. Security at halal attractions	Interval 5-1

Conceptual Framework

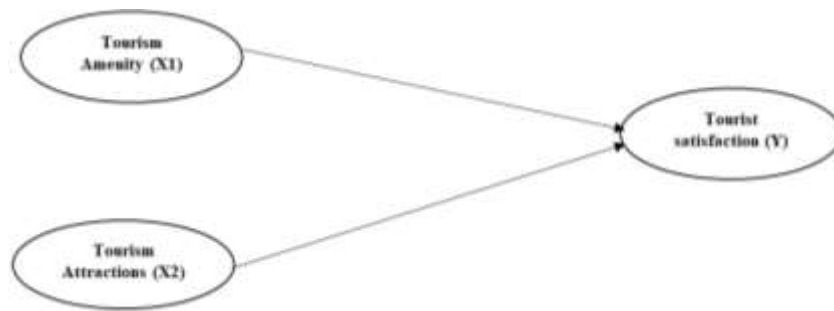


Figure 1. Conceptual Framework

Research Hypothesis:

1. Tourism amenity has a significant effect on the satisfaction of Inbound Muslim tourists the super tourist destination of Lake Toba.
2. Tourist attractions have a significant effect on the satisfaction of Inbound Muslim tourists the super tourist destination of Lake Toba.
3. Amenitas and tourist attractions have a significant influence on the satisfaction of Inbound Muslim tourists to the super tourist destinations of Lake Toba.

IV. Results and Discussion

4.1 Test of Validity and Reliability

The results of the validity test in this study produce the variables used in this study have a correlation value $r_{count} > r_{table}$, then declared valid. This reliability testing was carried out with the Alpha Crobranch test. Variables are said to be reliable if the Alpha Crobranch r value > 0.6 .

4.2 Test of Classic Assumption

There are three sorts of classical suspicion tests, specifically the typicality test, the multicollinearity test, and the heteroscedasticity test. Ordinariness test is done by measurable strategies with the One Test Kolmogorov Smirnov test, the centrality esteem is more noteworthy than 0.05, at that point the leftover esteem is regularly conveyed. Multicollinearity test is utilized to test whether there's a relationship between free factors. The comes about gotten are VIF values littler than 10 and resilience more prominent than 0.1. It was concluded that there was no multicollinearity between free factors. To identify the nearness or nonappearance of heteroskedacity, it can be seen from the Scatterplot chart in case there are no clear designs and focuses that spread over and underneath the number on the Y axis at that point there's no heterokedasticity. Heteroscedasticity test with the Glejser test factual strategy, the importance esteem is more prominent than 0.05, then heteroscedasticity does not happen within the relapse show.

4.3 Multiple Linear Regression Analysis

In this study, hypothesis testing is conducted using Multiple Linear Regression Analysis to improve our understanding of how the independent variables, namely accommodation and tourist attractions, affect the dependent variable, satisfaction, in this study.

4.4 First Outer Loading Table

This process can be done repeatedly until the loading factor result of all indicators is above the validity requirement of 0.50. While indicators that have a loading factor value below 0.50 must be eliminated so that the validity and reliability of this model can be improved.

Primary data is processed using the SEM-PLS method to analyze the relationships and effects of X1 and X2 on Y.

1. Outer model
2. Inner model
3. Analysis of outer model results, consisting of convergent validity, discriminant validity, AVE, and composite reliability
4. Analysis of the results of the inner model (R-Square)

Based on the results of the final stage smartPLS execution, all indicators have a loading factor value above the validity requirement of 0.50, so it has qualified the first validation of model evaluation. The fulfillment of the first condition has an impact on the AVE value of latent variables where all already have a value above 0.50. Entire Variables also meet the realibility requirements with a value above 0.70, so they have qualified for the two validations of the model, and are ready to proceed to the outer model assessment stage. Model evaluation criteria in outer model assessment according to Ghozali (2015);

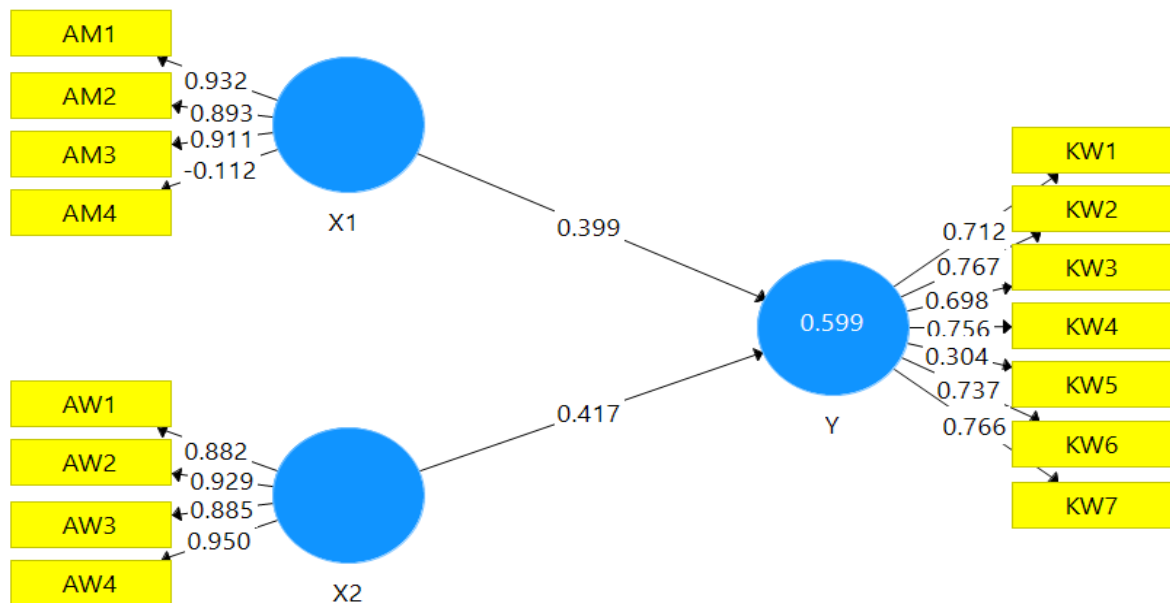


Figure 2. Model Evaluation Criteria in Outer Model Assessment

Hypothesis Test

Hypotheses are tested based on path coefficient values, so that the significance of influences between constructs is known, by looking at the values of parameter coefficients and t-statistic values (t-calculations). The test is carried out 2 (two) directions, with the limit to reject or accept the proposed hypothesis. The test is carried out in two directions, with a limit to rejecting or accepting the proposed hypothesis, using a α value of 5%, and a T-table of 1.96. If the T-statistical value is more than 1.96, then the proposed hypothesis is acceptable, but if the T-statistical value is less than 1.96 then the hypothesis will be rejected.

Inner Model Table

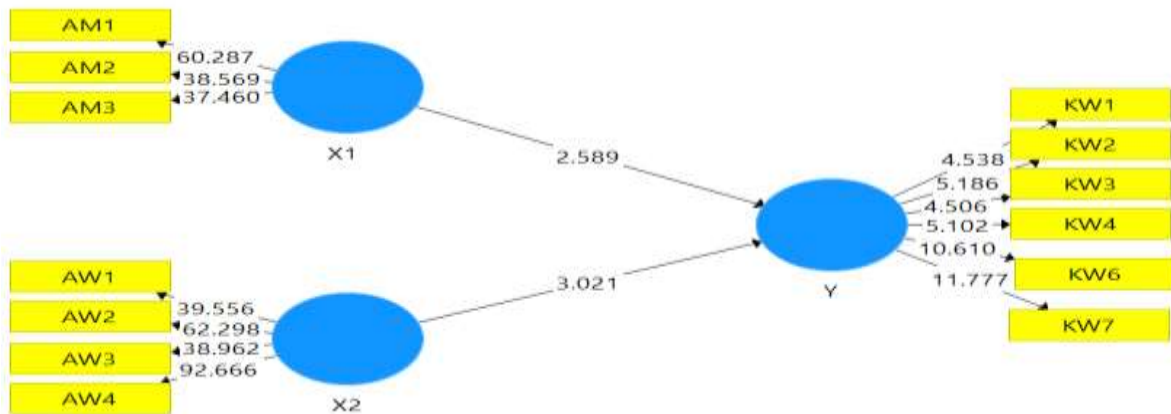


Figure 3. Inner Model Table

Table 2. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y_	0.388	0.393	0.150	2.589	0.010
X2 -> Y_	0.435	0.442	0.144	3.021	0.003

Variable X1 has a significant effect on y (0.388, T-statistics 2,589 > T-table 1.96) and Positive (P Values 0.010) Variable X2 has a significant effect on y (0.435 T-statistics 3.021 > T-table 1.96) and Positive (P Values 0.03).

V. Conclusion

The results of this study is tourism amenity have positive and significant effect on the satisfaction of tourists visiting halal-based tourist destinations in the super area of Lake Toba. The results of this study is a tourist attraction have positive and significant effect on the satisfaction of tourists visiting halal-based tourist destinations in the super area of Lake Toba.

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