

The Application of CHSE to Visitor Satisfaction in Jakarta’s Tourist Attraction in The New Normal Era

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Abstract

This study aims to determine the effect of the implementation of clean, health, safety and environment sustainability (CHSE) on visitor satisfaction in the tourist attractions of the city of Jakarta. The research method used is a descriptive quantitative approach. Population and sample as many as 100 respondents who visited five attractions in Jakarta. The result is that the application of CHSE has a significant influence on visitor satisfaction.

Keywords
 CHSE; visitor satisfaction; tourism attraction; Jakarta; new normal era



I. Introduction

Jakarta has a magnet that can attract tourists. Covering an area of 661.52 km2 and an ocean area of 6,977.5 km2 and surrounded by 110 small islands spread across the Thousand Islands. DKI Jakarta Province is divided into 5 regions of Kotamadywa and 1 Administrative Regency, namely Central Jakarta, North Jakarta, West Jakarta, South Jakarta, East Jakarta, and Thousand Islands Adm Regency.

As one of the main gateways for the entry of foreign tourists to Indonesia, Jakarta has a different value as a tourist attraction with a panorama and saves tourism potential, including cultural tourism, artificial tourism, culinary tourism, shopping tourism, natural tourism, marine tourism, MICE tourism.

However, these tourism potentials decreased the number of visits when the presence of the Covid-19 pandemic entered Indonesia. The Government implemented restricting activities outside the home to avoid spreading the virus. Jakarta is one of the provinces with the highest number of Covid-19 cases. Based on data from the Jakarta Provincial Tourism and Creative Economy Office, it is known that can be seen in table 1. Based on PP Number 38 of 2017 concerning Regional Innovation to increase regional government achievements, community participation, and regional competitions. The purpose of this research is to know and understand the improvement of e-government innovation in local government in achieving good government.

Table 1. Number of Tourist Visits

| Data on Tourist Domestic Kota Jakarta | |
|---------------------------------------|-----------|
| Year 2019 | Year 2020 |
| 40,555,694 | 7,141,420 |

Source; Jakarta Provincial Tourism and Creative Economy Office, 2021

Based on the table data above, it is clear that the number of tourist visits to the city of Jakarta has decreased drastically due to the Covid-19 pandemic. This impacts the weakening of the economy in Indonesia in terms of trade, investment, and tourism. In efforts to protect the community and restore the economy, the Government, through the Ministry of Tourism and Creative Economy, followed the mandate of the Ministry of

Health in the Decree of the Minister of Health of the Republic of Indonesia Nomo Hk.01.07 / Menkes / 382 of 2020 concerning Health Protocols lowered the guidelines. Following the recommendations of UNWTO and the Ministry of Health of the Republic of Indonesia issued the protocol (Cleanliness, Health, Safety, Environment) for hotels, restaurants, tourist attractions, underwater tourism, mountain tourism, golf tourism, marathon tourism, rafting tours, destinations, which can be sterile tourist attractions. The outbreak of this virus has an impact of a nation and Globally (Ningrum et al, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

Countries that have successfully handled the spread of Covid-19 are an independent assessment, especially foreign tourists who tend to see countries that are safe to visit. The Ministry of Tourism and Creative Economics has developed the tourism sector's CHSE protocol policy. The implementation of this protocol is implemented to restore tourism activities. Implementing a strict and cooperative CHSE protocol between managers and tourists is expected to restore the level of economy and confidence of tourists to travel.

To satisfy visitors' needs for a sense of security, the manager needs to provide a guarantee that the tourist attraction offered is safe and comfortable and affordable. During this pandemic, visitors usually see in terms of cleanliness, health, safety and environmental sustainability (Clarina Kainde, 2020). Most visitors are more alert to cleanliness in a tourist attraction, especially during a pandemic. Likewise, attention to the level of eyeglasses, health and sustainability of the environment in the places visited.

In an effort to provide a sense of security and increase trust, the Government issued CHSE certification for tourist attraction managers to provide certainty of cleanliness, health, safety and environmental sustainability for tourist guests. There are several tourist attractions in the city of Jakarta has the chse certifications are Magic Art 3D Museum West Jakarta, Museum Djoang 45 Central Jakarta, Museum Betawi (Setu Babakan) South Jakarta, Museum Indonesia East Jakarta, Museum Bahari North Jakarta.

Based on the explanation above, this research aims to determine the effect of the implementation of clean, health, safety and environment sustainability (CHSE) on visitor satisfaction in the tourist attractions of the city of Jakarta.

II. Review of Literature

2.1 Tourist Attractions

Tourist attraction is a product of tourism as a major supporting factor in the formation of motivation and attract tourists to continue their journey. Tourist attraction is one that has a different value so that it can attract attention and interest so that prospective tourists decide to buy and use the products offered, therefore it needs to have a unique variety of diverse beauty. (Ridwan and Windra, 2019) stated that tourist attraction as the main factor of tourist interest in visiting.

2.2 CHSE (Cleanliness, Health, Safety, Environmental Sustainability)

CHSE is a policy made and issued by the Ministry of Tourism and Creative Economy aimed at entrepreneurs/managers, workers, and local tourism in meeting visitors' needs.

This Health protocol guide for provincial governments, districts/cities, villages, including indigenous towns, business associations and areas of expertise related to tourism destinations, experiments, assistance, coaching, observation, and reviews in implementing cleanliness, health, sustainability, and environmental sustainability.

In the CHSE protocol policy, some guidelines are divided into general guidance and special procedures.

The general guidance implementation is for the management/governance, labor, local tourism, and other active parties in tourist destinations. The management must pay attention to the latest information issued by the Government regarding Covid-19 details and must have standard operating procedures (SOPs) related to preventing the spread of Covid-19. In addition, employees, tour guides and communities around tourist destinations must be trained according to the applicable SOP, pay attention to the health of the body condition, and behave in a clean and healthy life.

The special guide has a flow of tourist attraction services starting from the entrance, counter, organizing tourist activities, facilities and public areas, exits, offices, and employee spaces that can be seen in figure 2. Travel attraction service flow



Figure 2. Travel attraction service flow

Source: Kemenparekraf CHSE, 2020

The picture above addresses the executor / pengella, facilities, visitors, employees, and local tour guides. In public facilities and areas, public goods such as handrails and doors, ATM machines, checking tables, body temperature measuring devices, display glass, outlets and switches, hand washing facilities using soap (CTPS), hand sanitizers, trash cans, protective partitions, counters, toilets, communication devices (such as toa mic / handy talky) as well as equipment and equipment for organizing tourist activities area, souvenir shop, public area, waiting room, computers, printers, telephones, facsimiles, filing cabinets, calculators, and remote air conditioners should always be cleaned according to the guidance provided.

2.3 Visitor Satisfaction

According to (Supriyadi & Komara, 2020), satisfaction with a product after comparing the characteristics of a product as he wishes.

Different satisfaction assessments can affect the number of tourist accounts, where one of the factors that maintain visitor satisfaction is the cleanliness of tourist attractions. Indicators of visitor satisfaction in Hawkins and Lonney are quoted in (Fitri Arlinda, 2021), consisting of:

1. Conformity of expectations is the customer's confidence in what he will receive.
2. Interest in visiting back loyal behaviour and committing to the product will eventually cause interest in repurchasing the product in the future.
3. Willingness to reconcile is a state where customer needs, wants, and expectations can be met through the product.

III. Result and Discussion

Using descriptive quantitative approach methods. Located in 5 tourist attractions in Jakarta City, namely Magic Art 3D Museum in West Jakarta, Djoang Building in Central Jakarta, Betawi Museum (Setu Babakan) in South Jakarta, Indonesia Museum in East Jakarta, Maritime Museum in North Jakarta.

The population is a visitor to the museum. On the data of museum table 3 visits, it is known that table 3. Museum Visit Data

Table 3. Numbers of Visitors at Museum, 2020

| Museum | Number of Visitors in 2020 |
|---------------------|-----------------------------------|
| Museum Bahari | 9,125 |
| Magic Art 3D Museum | 261,734 |
| Museum Djoang 45 | 3,950 |
| Museum Betawi | 120,263 |
| Museum Indonesia | 1,383,915 |
| Total | 2,532,082 |

Source: BPS, processed by researchers, 2022

The sample used was 100 respondents from the Slovin formula with a tolerance level of 10%. In this study, 20 questionnaires were distributed to visitors on tourist attractions in Jakarta. Data collection instruments consist of CHSE variables with indicators of entrances of tourist areas, counters, organizers of tourist activities, facilities and public areas, and exits. Then the second variable is visitor satisfaction with indicators of conformity to expectations, interest in returning visits, and willingness to recommend.

IV. Results and Discussion

Based on the results of the distribution of questionnaires, it is known the characteristics of respondents are based on age, gender, occupation, the origin of visitors, based on visits. Age characteristics are known that visitors aged < 20 years by 7%, age >50 years 5%, age 40-50 years by 10%, productive age 20-30 years as much as 38%, then adult age 30-40 years as much as 32%.

Gender characteristics are known that the female sex is 53% and the male is 43%. The features of respondents based on the work of the majority are private employees with 30% followed by students 25%, then Civil Servants by 21%, then entrepreneurs by 18%, and the lowest is students 6%.

The characteristics of the origin of most visitors are visitors who come from Jabodetabek, around 7-%, then Bandung at 12%, Solo and Yogyakarta with 9% each. Based on the number of visits, the repeater is the majority of 2x by 100% and one visit by 30%.

Based on the CHSE variable questionnaire test (X), it is known that the validity test with a sample count of 100 and a value of $df = 100 - 2 = 98$ with $\alpha = 0.05$ on the table obtained $r = 0.916$. If the value is positive and $r_{\text{count}} > r_{\text{table}}$ (0.916), it is valid. While the visitor satisfaction variable (Y) shows that the variables in this study correlate (r_{count}) more significant than the r_{table} , which is 0.196, all indicators used are declared valid.

The reliability test for the CHSE (X) application variable is known that the alpha Cronbach's obtained is greater than the minimum value that has been set at $0.915 > 0.60$, so it is concluded that all question indicators in the variable X questionnaire are declared reliable. Then the visitor satisfaction variable (Y) from the results of the rehabilitation test can be seen that the Cronbach alpha obtained is greater than the standard error of $0.914 > 0.60$. So it is interpreted as all indicators in the variable Y questionnaire declared reliable.

Simple linear regression acts as a statistical analysis method using SPSS 25 to test the magnitude of the impact of applying CHSE on visitor satisfaction is known that the value $F_{\text{count}} = 530,981$, $F_{\text{table}} = 4,20$ with value Significance = $0,000 < 0,05$. Criteria H_0 is rejected if $F_{\text{count}} > F_{\text{table}}$ with $\alpha = 0,05$ (5%) with value $530,981 > 420$. So the results of a simple regression test mean that H_a who states the application of CHSE has a positive effect on the satisfaction of visitors received, and the consequences of H_0 are rejected if F_{count} is smaller than F_{table} . Can be seen in table 4.

| ANOVA ^a | | | | | | |
|--|------------|----------------|----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 2455.621 | 1 | 2455.621 | 530.981 | .000 ^b |
| | Residual | 453.219 | 98 | 4.625 | | |
| | Total | 2908.840 | 99 | | | |
| a. Dependent Variabel: KEPUASAN PENGUNJUNG | | | | | | |
| b. Predictors: (Constant), PENERAPAN CHSE | | | | | | |

It is known that the variable X consists of 5 indicators, (1) the entrance of the tourist area there are 5 statement items, (2) the tourist counter there are 8 statement items, (3) the implementation of tourist activities there are 5 statement items, (4) facilities and public areas there are 6 statement items, (5) tourist exits there are 4 statement items. From the validity test and the reliability test it is stated that 28 item statements are declared valid because $r_{\text{count}} > r_{\text{table}}$ and the Cronbach alpha test value is above 0.65.

There is a difference in the number of tourists before and after the implementation of CHSE. Tourists visiting tourist attractions in Jakarta after the performance of CHSE experienced an increase of 269,853 visitors. The tourist attraction of Indonesian museums is the highest number of visitors at 229,528 visitors. It can be found in table 4. The number of tourists before and after the implementation of CHSE. Table 4. number of tourists before and after the execution of CHSE

| Tourist attractions | Number of Tourists | | Increase in The Number of Tourists |
|---------------------|-----------------------------------|----------------------------------|------------------------------------|
| | Before the implementation of CHSE | After the implementation of CHSE | |
| Magic Art 3D Museum | 4,905 | 12,876 | 7,971 |
| Museum Bahari | 568 | 857 | 289 |
| Museum Djoang | 9,817 | 42,140 | 32,323 |
| Museum Betawi | 1,692 | 2,034 | 342 |
| Museum Indonesia | 150,076 | 379,604 | 229,528 |
| Total | 167,058 | 436,911 | 269,853 |

Source: Jakarta Tourism and Culture Office, 2022

Based on the study results, it is known that tourists strongly agree with the implementation of CHSE, which is excluded from the flow of tourist attraction services, namely the entrance of tourist areas with a mean value of 4.48. Tourist counter with a mean value of 4.26. The implementation of tourist activities has a mean value of 4.58. Public facilities and areas have a mean value of 4.40, and the exit has a mean value of 4.76. The highest respondents on the variable indicator of CHSE implementation with a mean indicator value of 4.79 with the flow of tourism attraction services at the tourist exit. There is a queue arrangement by maintaining a safe distance of at least 1 meter.

However, there was the lowest response assessment on the variable indicator of the implementation with a mean indicator value of 3.49, and as many as 61 respondents answered neutrally with a statement item regarding information in the tour guide's name ticket when the tour activity was carried out with guidance.

The application of CHSE in tourist attractions has an essential role in visitor satisfaction. The research above noted that the application of CHSE has a positive effect on the significance to satisfaction. The better the application in tourist attractions in the new normal era, the greater the level of satisfaction. This is in line with the results of research (Arlinda and Sulistyowati, 2021), which suggests that the application of CHSE has a positive effect on visitor satisfaction.

V. Conclusion

Based on the formulation of the problem, it is known that simple linear regression analysis testing shows that the CHSE application variable proves the Fcount of 530.981, while Ftable 4.20 with a significance value of $0.000 < 0.05$ means that the CHSE application variable affects visitor satisfaction.

Managers need to maintain the chse management because the variables of the research results are evidenced by the influence in the application of protocols in tourist attractions to visitor satisfaction in all lines of business.

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