

Tourist Satisfaction at The Tourist Attraction Nimo Highland Pangalengan Bandung District

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ABSTRACT

Nimo Highland is an artificial tourist attraction that is the destination of choice for local tourists in Pangalengan District, located in Bandung Regency, West Java. However, the Nimo Highland tourist attraction still needs to be solved, contributing to decreased tourist satisfaction, the remarkably high price of entrance tickets, and a large amount of rubbish. It is a complaint from tourists who have visited the Nimo Highland tourist attraction and can cause dissatisfaction among visitors to other Nimo Highland tourist attractions. Research data analysis uses quantitative techniques, namely the Kano method. The Kano method is a technique that emphasizes the classification of product attributes in a company or service and evaluates how effectively the product or service meets consumer satisfaction. Kano techniques are categorized into mandatory, basic, one-dimensional, interesting, indifferent, doubtful, and reversal. Using this methodology, researchers can conclude the characteristics that are indicators of the level of satisfaction experienced by tourists. The research results show that of the 23 criteria with categories, the attributes included in One Dimensional are that the Nimo Highland tourist attraction meets the expectations of tourism uniqueness and diversity, and the remaining attributes fall into the Attractive category.

Keywords: Satisfaction; Tourist Attraction; Canoe Method

INTRODUCTION

Tourism is a sector that includes travel, tourism, and activities related to individual travel to various places for leisure, recreation, business, or cultural enrichment. AJ Burkat in Damanik (2006) states that tourism can be described as the temporary relocation of individuals to locations outside their usual residence and work, along with the activities they participate in while at the destination. Furthermore, as stated in Law Number 10 of 2009 concerning Tourism, tourism consists of various activities specifically designed to meet the needs and desires of tourists. These activities can be carried out thanks to the availability of various facilities and

services provided by the community, business world, Government, and Regional Government.

A tourism destination is a geographic place or specific area that is clearly defined within one or more administrative regions. It includes several elements such as tourist attractions, tourism infrastructure, ease of access, local communities, and tourists. These factors are interrelated and mutually strengthen each other to support the functioning of tourism activities.

Pangalengan is one of the areas in Bandung Regency, West Java, with many potential tourist destinations. This area, located in the highlands, is famous for its tea, coffee, and vegetable plantations. This region has places of tourism that highlight beautiful views and refreshing weather. Nimo Highland, located in Banjasari Village, Banjasari District, is one of the famous tourist attractions. Pangalengan, located in Bandung Regency, West Java, was inaugurated on May 2, 2022.

The Nimo Highland tourist attraction is 48 km from the center of Bandung City and can be reached in 2 hours by private vehicle. Nimo Highland has various attractions or facilities visitors enjoy, including the Nimo Sky Bridge, Santorini Restaurant, Camellia Sky View, horse riding, ATV, camping grounds, paragliding, and many more. However, because it is still in development, quite a few tourists are dissatisfied with Nimo Highland tourism because cleanliness is not guaranteed, and the facilities and infrastructure need to be improved.

Therefore, researchers are interested in examining tourist satisfaction at the Nimo Highland tourist attraction, Bandung Regency. What factors influence the level of tourist satisfaction?

METHOD

The research was conducted at Nimo Highland Pangalengan, a famous tourist spot in Bandung Regency, West Java. The initial aim was to find people who had visited the Nimo Highland Pangalengan tourist area to distribute questionnaires. Data was collected using quantitative research methods, specifically the Kano methodology. The data obtained was then examined using the Kano method. After using the Kano technique to review the data, the data was classified into three different groups according to the Kano method of data processing: Essential needs (basic), Performance needs (one-dimensional), and Excitement needs (exciting). The results of the digitization procedure will be stored in the Unilak Malay Study Center Digital Library.

RESULT AND DISCUSSION

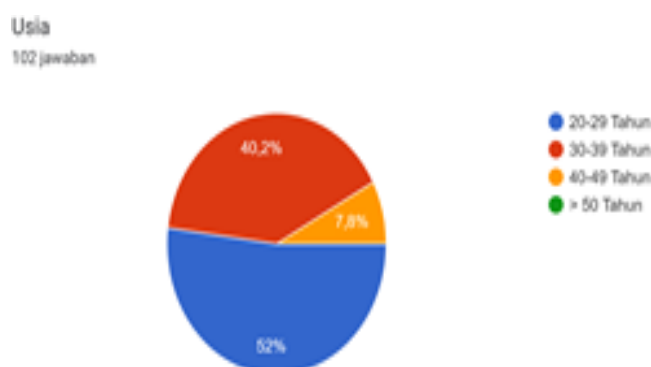
Traveler Profile

The results of data processing can be explained by examining the identified

variables. The researchers investigated three specific variables among tourists to further examine the specifics of the socio-demographic profile.

1. Age

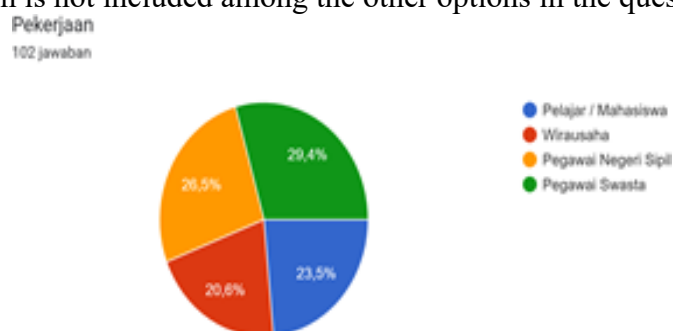
Researchers categorized tourists into four subgroups based on age: 20-29 years, 30-39 years, 40-49 years, and 50 years and over. The image below provides a more detailed representation of the age data obtained from the questionnaire findings.



Based on data analysis, there were 53 people aged between 20 and 29 years, which is 52% of the total. In addition, there were 41 people between the ages of 30 and 39, accounting for 40.2% of the total. Additionally, there were 8 people aged 40 to 49 years, which constituted 7.8% of the total. Additionally, there are no individuals over 50, which is 0% of the population. The data clearly shows that the number of visitors aged between 20 and 29 years exceeds those from other age groups, although it does not show superiority over other age groups. Based on these statistics, the age difference between tourists is not statistically significant, thus indicating that the age distribution of tourists is relatively even.

2. Work

The purpose of the occupation variable is to allow tourists to select this option if their occupation is not included among the other options in the questionnaire.

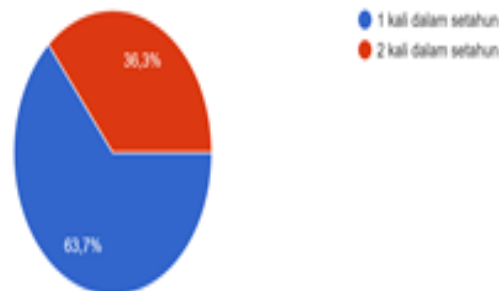


The figure's statistics show that the 30 private sector workers primarily work in jobs generally filled by tourists, who make up 29.4% of the total workforce. Furthermore, 27 tourists comprised 26.5% of the group, 24 students represented 23.5% of the group, and 21 entrepreneurs made up 20.6% of the group. Apart from that, there were also individuals from various other professions there.

3. Frequency of arrival of tourists

The Nimo Highland tourist location in Pangalengan allows tourists to visit it once or twice a year, depending on their preferences. There are results and justification.

Berapa kali anda mengunjungi Daya tarik wisata di Nimo Highland di Pangalengan dalam 1 tahun ?
102 jawaban



Based on available statistics, 65 people, representing 63.7% of the total, visit the Nimo Highland Pangalengan tourist location annually. Additionally, 37 other people visit this tourist attraction twice yearly, 36.3% of the total visitors. Based on these statistics, the number of tourists who visit once a year exceeds the number of tourists who visit twice yearly.

Tourist Satisfaction Level using the Kano Method

Based on the Kano Method analysis, consumer satisfaction criteria are divided into Attractive, One Dimensional, and Must-be Requirements categories.

a) Attractive

The Kano method study classifies customer satisfaction metrics as part of the Attractive group. If available, this category is the service criterion with the most significant influence on consumer satisfaction. Consumers do not anticipate or demand the presence of attractive prerequisites. Meeting these criteria will result in a substantial increase in consumer satisfaction. However, failure to fulfill these prerequisites will not result in a decrease in consumer satisfaction ratings.

1. Criterion number 4, Nimo Highland, differentiates itself from other tourist locations by offering unique and special services. Nimo Highland Pangalengan provides services that are second to none and superior compared to other tourist destinations.

No	Kriteria	Grade
4.	Nimo Highland pelayanan yang berbeda dan unik dari destinasi wisata lain	A
6.	Kebersihan area Nimo Highland dikelola dengan baik	A
7.	Saat dan setelah berkunjung ke Nimo Highland membuat anda bahagia	A
8.	Berkunjung ke Nimo Highland memberikan pengalaman berkesan	A

9.	Saya merasa nyaman dan tenang ketika berkunjung ke Nimo Highland	A
10.	Harga tiket masuk Nimo Highland sesuai dengan produk yang ditawarkan	A
11.	Harga tiket masuk Nimo Highland sesuai dengan harapan saya	A
12.	Biaya yang saya keluarkan untuk menuju Nimo Highland cukup terjangkau	A
13.	Saya sudah merasa puas berkunjung ke nimo highland dengan biaya yang saya keluarkan	A

2. The cleanliness of the Nimo Plateau area is fulfilled efficiently in criterion 6.
3. Criterion 7 confirms that a visit to the Nimo Plateau brings happiness because of its enjoyable tourist experience.
4. Criterion 8 emphasizes that a trip to Nimo Highland provides an extraordinary and memorable experience due to its extraordinary attributes.
5. When I visited Nimo Highland, Criterion 9 evoked calm and serenity.
6. Criterion 10 confirms that the Nimo Highland entrance ticket price does not correspond to the quality of the goods provided.
7. Criterion 11, namely the Nimo Highland entrance ticket, meets my expectations because there are still other tourist destinations whose ticket prices meet my expectations.
8. Regarding criterion number 12, the costs required to reach the Nimo Plateau are affordable.
9. According to criterion number 13, I was satisfied with my visit to Nimo Highland regarding the amount of money I spent.

b) One Dimensional

Consumers consistently and firmly ask for One Dimensional category specifications. The level of consumer satisfaction is directly related to the effectiveness of the characteristics. Increased inbound satisfaction results in increased customer satisfaction. This category is essential in influencing consumer satisfaction.

No	Kriteria	Grade
5.	Nimo Highland memenuhi harapan wisatawan dari keunikan dan keberagaman wisata	O

Researchers analyzed criterion 5, especially evaluating whether Nimo Highland met my expectations regarding the uniqueness and diversity of tourism. It turns out that Nimo Highland Pangalengan tourism has a higher level of uniqueness than other artificial tourist locations.

c) Must-be Requirements

The primary criteria for a product or service lead to a statement of "dissatisfaction." Mandatory requirements Criteria are the fundamental standards for evaluating a product or service. Meeting the requirements of this category will only result in a statement of "dissatisfaction." Customers consider must-have criteria to be non-negotiable mandates.

No	Kriteria	Grade
1.	Fasilitas umum (toilet, tempat istirahat/makan) di Nimo Highland lengkap	M
2.	Fasilitas umum (toilet, tempat istirahat/makan) Nimo Highland memenuhi harapan saya	M
3.	Fasilitas umum (toilet, tempat istirahat/makan) Nimo Highland dikelola dengan baik	M

1. The Nimo Highland Pangalengan tourist attraction needs to meet criterion number 1: the availability of public facilities such as toilets and places to eat.
2. Criterion 2 focuses on the availability of public facilities, such as toilets and unique locations for dining and relaxing, specifically to meet the needs of tourists. The Nimo Highland Pangalengan tourist attraction met my expectations because it has adequate bathroom facilities.
3. The third criterion focuses on public facilities, including toilet facilities and unique locations for relaxing and dining. The Nimo Highland Pangalengan tourist destination management is handled effectively, even though maintenance of certain public facilities needs to be improved.

CONCLUSION

Based on the research that has been carried out and the data that has been obtained, the following conclusions can be drawn:

1. This research obtained twenty-three criteria for each category: Attractive and dimensional. The attributes included in One Dimension are that the Nimo Highland Pangalengan tourist attraction meets my expectations regarding the uniqueness and diversity of tourism, and the remaining attributes are included in the Attractive category.
2. The manager's strategy must be carried out to improve one attribute, namely public facilities (toilets, rest/eating areas) of the Nimo Highland tourist attraction. Managers must be able to regularly check public facilities such as existing toilets, such as sufficient trash cans, and toilets that smell good and are clean. The places to rest and eat must always be kept clean so that tourists who come to tourist attractions can feel happy and satisfied.

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