The Determinants of Cultural Tourism Attractions Based on Tourist Satisfaction in the Sundapolis Area, Bandung City

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Abstract—In Local Regulation of Detailed Spatial Plans and Zoning Regulation for Bandung City, Ujungberung and Cibiru Sub-District are planned as The Sundapolis Area. The Sundapolis area focuses on the development of Sundanese Community-based Cultural Arts. Several cultural attractions have operated. However, these attractions have not yet developed, marked by a small number of visitors and cannot compete with other attractions in the city of Bandung. The purpose of this study was to identify the factors that were the main attraction of cultural tourism in the Sundapolis area and its influence on tourist satisfaction. This type of research is quantitative research using regression analysis. The results of the study were the identification of cultural tourism attraction factors and their correlation to tourist satisfaction, so they can be an input in efforts to develop and organize cultural tourism attractions that accommodate tourist satisfaction. Based on the results of the analysis, costs (X4) is the variable that most influences tourist satisfaction.

Keywords: attractiveness, cultural tourism, tourist satisfaction

I. INTRODUCTION

Tourism activities in the city of Bandung have been a major sector since 1920, and are increasingly developing, especially after the Cipularang Toll Road was built that connects the City of Bandung and Jakarta. Index Bandung tourism became one of the highest in Indonesia, which reached 95.30 or higher of the City Tourism Index Depasas to Yogyakarta with 87.65 and 85.68 Tourism Index [1]. Bandung City is a strategic location for other city tourists to spend their vacation time, Bandung City is a pleasant city for recreation, especially for tourists from various cities who use their time to relax in Bandung, this shows that Bandung has great potential for tourism product development. Tourism in the city of Bandung has become a mainstay sector in increasing Local Revenue through its tourism facilities and objects [2]. Tourism is ‘profoundly’ important for economic development through its effects on employment, exports, stimulation of infrastructure provision, generation of tax income and the promotion of peace [3].

One of the efforts of the Bandung City Government in developing tourism products is by adding new tourist destinations based on cultural tourism. Culture is a holistic field of study that has the potential to be optimized not only for sources of income but can be used as a source of economic, social, legal awareness, ecosystem or environmental control. The development of Bandung’s cultural tourism destination is carried out in the eastern part of Bandung, concentrated in Cibiru Sub-District and Ujungberung Sub-District, where East Bandung has 80% of the potential of traditional Sundanese art traditions including dance, wrestling, music, and Sundanese traditions can be found.

In Local Regulation of Detailed Spatial Plans and Zoning Regulation for Bandung City, Ujungberung and Cibiru Sub-District are planned as The Sundapolis Area. The Sundapolis area focuses on the development of Sundanese Community-based Cultural Arts. Sundapolis is a spatial model based on Sundanese local wisdom in an effort to prevent natural and cultural damage in East Bandung. Several cultural attractions have operated, “Alun-alun Ujungberung”, “Kaulinan Pasir Kunci”, Pasirwangi Selfie Park, and “Teras Cibiru”. The tourist attractions that display the richness of Sundanese culture and art that have been routinely held, such as the annual event "Syukuran Lembur Adat Pasanggrahan ", the tradition of "Gerebeg Combrong & Manglayang Midang Festival", Jampana Festival, and Benjaga martial arts shows. However, some attractions are lacking in visitors and cannot compete with other tourist destinations in Bandung. Efforts must be made for planned and systematic development and structuring, so that cultural tourism objects in East Bandung can become more desirable destinations.

The purpose of this study was to identify the factors that were the main attraction of cultural tourism in the Sundapolis area and its influence on tourist satisfaction. Tourist satisfaction is the extent of the tourist’s fulfillment pleasure which occurred from the trip experience about a product or service feature that fulfills the tourist’s desires, expectations and wants in association with the trip [4]. Tourist satisfaction is the crucial aspect in order to compete in the tourism industry, and measuring tourist satisfaction is very important for the destination marketers or developers because the tourist satisfaction is directly linked to the destination choice, the consumption of product and service, and also repeat business [5]. The benefits obtained from this research are...
recommendations for the government of Bandung, especially in the effort to develop and organize cultural tourism destinations that accommodate tourist satisfaction.

II. METHOD

The approach used in this research is a quantitative approach using multiple regression analysis. This data analysis uses tools such as SPSS for windows version 16.0. Regression analysis is used to determine the direction of the relationship between a set of independent variables (X) and the dependent variable (Y). The variable X is a set of tourist attraction variables, while the Y variable is tourist satisfaction. In this study, the quantitative study is used in form of questionnaire. Questionnaire is used by the author to gain the data from the tourist who were visiting tourist attraction in Sundapolis Area. A tourist attraction is a place of interest where tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement [6]. Satisfaction is determined by the consumers’ perceptions of the service and attention they receive from the representative of the service company with whom they are dealing [7]. The stages carried out in this study are:

- Preparation Phase, which includes team consolidation, survey preparation such as data requirements, survey instrument, etc.
- Data Collection Phase, including detailed survey activities and literature review.
- Analysis Phase, including data processing and analysis the determinants of cultural tourism attractions based on tourist satisfaction using multiple regression analysis.
- Final Phase, conclude and provide recommendations.

III. RESULTS AND DISCUSSION

A. Bandung Tourism Development Policy

Based on the Bandung City Regulation Number 01 year of 2013 concerning the Master Plan of Regional Tourism Development for 2012-2025, it is stated that the vision of the Tourism Development of the City of Bandung is as a Creative, Cultured, and Noble.

East Bandung is included in the Ujungberung Traditional Cultural Tourism area, including The primary tourist attractions are Pasanggrahan Cultural Arts Area, Pasir Kunci Traditional Art Area, Manglayang Integrated Tourism Village, bamboo and kendang art instrument industry, Sundanese traditional art activities in Pakemitan, Cinambo District; and Secondary tourist attractions are the Pasanggrahan and Cilengkrag Agro Tourism.
Areas. Amphitheater. This stage is usually used for art or music performances. In addition, puppet shows are also often held. Seating with a capacity of around 500 people. There are elongated shapes, such as cafe tables, and stadium seats.
correlation value of 0.553. While the variables of attraction and accessibility have a weak influence of 0.302 and 0.254. The tourist satisfaction is important because the tourist satisfaction will influence the destination choice, the consumption of product and service and the decision to return to the travel destination [9]. From the study, show that Cost Variable is the most influential variable that influence tourist satisfaction.

IV. Conclusion

Based on the discussion in the previous chapter, it can be concluded that:

- Factors of cultural tourism attractiveness in the Sundapolis Tourism Area include Attraction, Accessibility, Facilities and Services, Costs, Promotion, and Hospitality.
- Simultaneously the variables $X_1$ Attraction, $X_2$ Accessibility, $X_3$ Facilities and Services, $X_4$ Costs, $X_5$ Promotion, $X_6$ Hospitality contributed 81% to tourist satisfaction. While the remaining 19% is contributed by other factors outside the variables studied.
- The results show that the most influential variable is the variable cost with a correlation value of 0.834.

The understanding of what drives people visiting a particular area and maintaining the tourist satisfaction is very important to win the competition in tourism sector and to increasing the tourist that comes to Sundapolis Area in the following years [10].

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