

Volume 1, March 2023
Proceedings of the 1st International Conference on Management
and Small Medium Enterprise (ICMSME-2023)

Evaluation and Strategy for Increasing Tourist Satisfaction in Yogyakarta's Classic Destinations

Umi Murtini^{a*}, Purnawan Hardiyanto^b

^aDuta Wacana, Christian University, Indonesia

^aDuta Wacana, Christian University, Indonesia

** Corresponding author e- mail: umimt@staff.ukdw.ac.id*

ABSTRACT

Natural and artificial tourism in Yogyakarta is growing rapidly. This can threaten classic tourist destinations. Therefore it is necessary to evaluate visitor satisfaction and develop strategies to increase tourist satisfaction in classic tourist destinations. The purpose of this study is to evaluate tourist satisfaction in classic destinations and develop strategies that can increase tourist visits to classic destinations. The classic destinations studied were the Kraton, Fort Van den Burgh, Taman Sari and Prambanan Temple. The research data used primary data obtained through interviews, questionnaires and focus group discussions. Source of data from tourists visiting classic destinations and tourism managers. Instruments for collecting data were tested for validity with Corrected Item Total Correlation. The reliability test used cronbach alpha. Tourist satisfaction is calculated using the Tourist Satisfaction Index (IKW). Strategies for increasing tourist satisfaction are developed using SWOT analysis and mapping of interests and performance. The results of the study show that classic tourist destinations are satisfied. The strategy for developing the classic tourist destinations studied is by making a one-ticket tour package, providing transportation between destinations in the package and providing guides in various international languages. If using a canal ticket, a guide is also provided which will guide tourists and special vehicles that are unique and comfortable that will take tourists to places according to the packages available. It is proposed to the government to add flights to and from Yogyakarta International Airport as well as the operational frequency of airport trains.

Keywords: Tourist Satisfaction Index; mapping of interests and performance; SWOT; Classic Destinations

INTRODUCTION

Yogyakarta is one of the most objective tourism in Indonesia is good for traveler foreign countries as well traveler domestic. Sector tourism is also one source income Good for government nor Yogyakarta residents. because That government and society always guard destination tour already there is also developing destination tour artificial nor tour nature. For increase visit tourists, then it is also necessary Arrange destination marketing tourism (Meidan, 2019). Enhancement amount tourists in DIY do not regardless from side offer (*supply side*) where in five years final This government area enterprising do innovation and development destination tour new in various place, either form tour natural nor artificial. old DIY famous with Kraton, Prambanan Temple, Gardens Animal Happy Loka and Malioboro Area, now offer Lots beach and village tour new in various region district. Old destinations like Malioboro and Happy Loka also did very improvement significant so that felt the more comfortable for tourists. However, it still has to be acknowledged that the Kraton and Taman Sari, Prambanan Temple, Benteng Vredeburg and Parangtritis Beach is still the main magnet in attracting tourists. With increase destination tours offered hence the average length of stay (*length of stay*) expected experience ongoing increase This only 1.9 days become close to the national average above 5 days. Increase in average length of stay so in a manner automatic level expenditure individual tourists also rose and the impact for the economy also increases (Rahayu, 2016). However such is the data in the field before the occurrence of Covid-19 shows that, the destination icon long tour arrived Now Still is favorite for tourists. this proven with level visits to destinations the relatively more tall compared to with another place. Condition the is challenge alone for authority acting in the sub - sector tourist For How connect old destinations with new ones so that One with each other related (Sheng, 2016).

Development amount visiting tourists destination travel in DIY can seen in figure 1 below this:

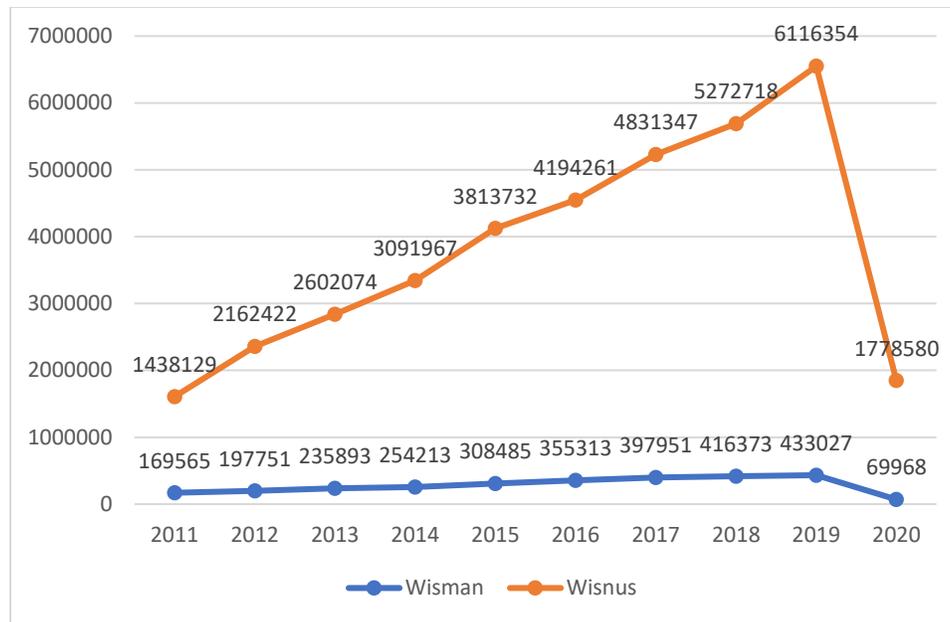


Figure 1. Amount DIY Travelers 2011-2020
 Source: Statistics Tourism DIY 2021 (processed)

From figure 1 it can be seen that visit traveler continue to Yogyakarta increase from year-to year, except moment in 2020 because There is the covid-19 outbreak. Enhancement amount traveler to Yogyakarta is also expected to increase amount traveler to destination classic.

Development destination tour natural and man- made enough rapidly the more increase competition destination tour. Traveler for visit destination tour no only because location and tours offered by the manager, but also because service from manager for every satisfying tourists (Schofield and Thompson, 2017). Management less destination appropriate can cause decline amount traveler to destination such (Miraza, 2015). because That every manager place tour need compile strategy For interesting arrival tourists. Right strategy as well as good service will increase amount visit traveler so that can increase income for destination tour it (Okunola and Amole 2018).

Growth destination tour rapid natural and artificial in Yogyakarta can lower interest traveler visit destination a classic that lasts this too become a destination icon tourism in Yogyakarta. Destination attractiveness new Can lower visitors destination classic, when destination classic no do changes and improvements service. Because that need exists evaluation satisfaction visiting tourist destination classic and composing strategy for increase satisfaction tourists (Schofield and Thompson, 2017). Satisfied tourists expected will be marketing for destination tour this, fine through uploaded photos through social media nor comments and stories to others (Buhalis, 2019). Study This aim for do evaluation satisfaction traveler destination classic, as well give recommendation for manager destination and government about strategy management destination classic so can maintain and improve satisfaction tourists. Destinations studied classics is Kraton,

Fort Van den Burgh, Taman Sari and Prambanan Temple. Election destination classic This Because to five destinations the Already become a tourism icon in Yogyakarta.

RESEARCH METHODOLOGY

Required data in study This is primary data. Primary data obtained with interview structured. Interview with questionnaire for visiting tourists destination studied classics. Interview in- depth *interviews were* also conducted with a number of authority taker policy sector tourism and potential investors, and *Focused Group Discussion (FGD) with stakeholders* related. As for primary data schema can seen in table 1 below.

Table 1. Scheme Primary Data Retrieval

Category Respondents	Target	Amount	Scheme
Prambanan temple	Traveler	50	Questionnaire
Kraton	Traveler	50	Questionnaire
Taman Sari	Traveler	50	Questionnaire
Fortress Vredeburg	Traveler	50	Questionnaire
<i>Stakeholders</i>	Various messenger	10	<i>In depth interviews</i>

SWOT analysis

SWOT analysis is used to map external opportunities and threats that can be adapted to the strengths and weaknesses of classic destinations. The SWOT matrix is interacting matrix factor internal and external strategy. The SWOT matrix describes alternative possible strategy done. Following This is SWOT matrix that will used.

EFAS IFAS	STRENGTHS (s)	WEAKNESSES (W)
OPPORTUNITIES (O)	SO STRATEGY: Strategy use strength for utilise opportunity	WO STRATEGY: Strategy minimize weakness for utilise opportunity
THREATS (T)	ST STRATEGY: Strategy use strength for overcome threat	WT STRATEGY: Strategy minimize weakness avoid threat

Figure 2. SWOT Analysis and Strategy

Quantitative Analysis

The analysis in this study is a *mixed method* between quantitative and qualitative. Qualitative analysis is used to dig up unknown information about people's perceptions and acceptance of destinations so far. The data collection technique in this survey is by using *in-depth interviews* with several parties and community groups (*stakeholders*). The qualitative data obtained were in the form of spoken words (interviews) and written words (documents), but the majority were in the form of text obtained from informants with various perceptions. The data obtained from the field is examined in the form of detailed descriptions, then the main points are selected, summarized, and then arranged systematically so that they are easy to understand. Data is presented in the form of narrative descriptions and tabulations.

Quantitative analysis is used to measure the level of tourist satisfaction about the destination by distributing questionnaires to predetermined respondents. The research instrument described in the questionnaire questions to be said to be good or relevant must meet two requirements, namely reliability and validity. For this reason, the instrument used as a questionnaire in the field will be tested for reliability and validity first. This is absolutely necessary because if the two tests do not pass, the questionnaire will become biased as a measuring tool and result in misleading recommendations. Technically the two instrument tests are;

Reliability

The reliability test used *Cronbrach's Alpha coefficient* (α). If the value α is greater than 0.6 it can be interpreted as a relatively consistent measurement result if the measurement is repeated twice or more, in other words the instrument can be relied upon as a measuring tool (Buhalis et al, 218). Formula used:

$$r_{11} = \left[\frac{k}{k-1} \right] \times \left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right]$$

Where:

r_{11}	= instrument reliability
k	= number of questions
$\sum \sigma_b^2$	= number of item variances
σ_t^2	= total variance

Validity

An instrument is said to be valid if it can reveal data from the variables studied correctly. It is further said that validity measurement can be done by correlating the item value or score with the total score, using the *product moment correlation* (Sekaran, 2016). Validity testing was carried out

using a two-tailed test with a significant level of 5%. Question items are said to be valid if a positive correlation value is obtained and is greater than the *r table value* at $df = n - k$; $\alpha = 5\%$.

The formula used;

$$r_{xy} = \frac{n \sum XY - (\sum X) \cdot (\sum Y)}{\sqrt{n \sum X^2 - (\sum X)^2 \cdot n \sum Y^2 - (\sum Y)^2}}$$

Information:

r_{xy} = item correlation with total variable

X = item score

Y = total variable score

N = number of samples

Tourist Satisfaction Index (IKW)

Analysis of the Tourist Satisfaction Index is used on the required data from consumer answers which are still qualitative in nature and converted into quantitative data, namely giving the value of the answers obtained. In this study, to find out the level of tourist satisfaction, an index analysis tool will be used, which is the development of an analytical tool commonly used by manufacturing or service companies to determine the level of customer satisfaction. Tourist Satisfaction Index Formula:

$$IKW = IM * PP$$

Information:

IKP = Tourist Satisfaction Index

PP = *Perceived Performance* (performance)

IM = *Importance* (interest)

From the results of the multiplication between *Perceived Performance* (Performance) and *Importance* (interest) it will be known the satisfaction index of individual tourists. The average of the total number of individuals is the level of satisfaction of the respondents. From this average value, it is then entered into the tourist satisfaction index scale, so that it will be known how far the satisfaction level of the respondents is. Figure 3. shows the measurement technique used in IKW:

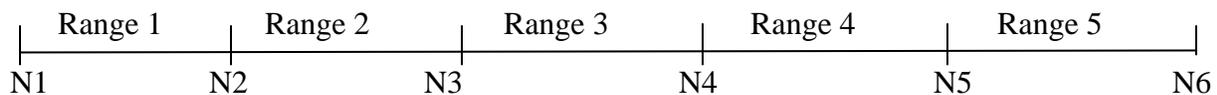


Figure 3. IKW Scale Determination

Information:

N1-N2 = Range 1, with the Very Unsatisfactory category

N2-N3 = Range 2, with the Unsatisfactory category

N3-N4 = Range 3, with the Fairly Satisfying category

N4-N5 = Range 4, with the Satisfactory category

N5-N6 = Range 5, with the Very Satisfying category

Cartesian diagram

Using significance and performance data, these values are included in a *Cartesian diagram* which divides the quadrants into four categories. Where the description of each quadrant can be seen in Figure 4 below:

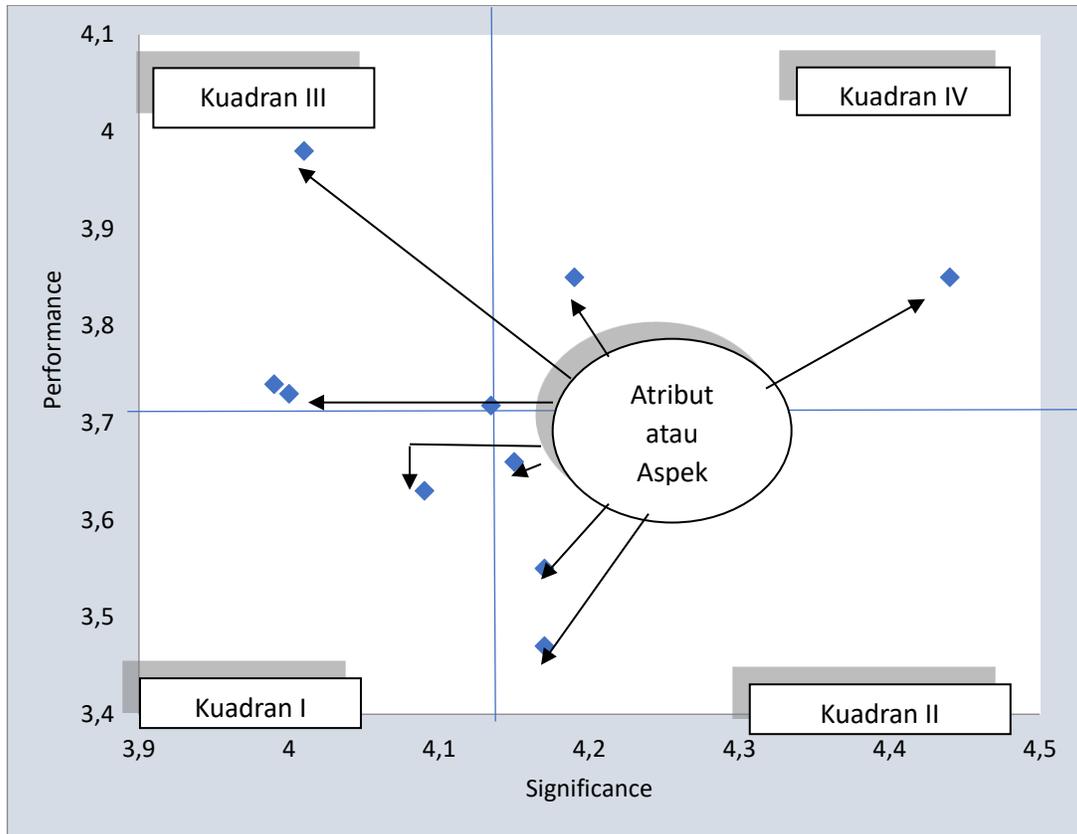


Figure 4. Mapping Aspects of Tourism Development

Information:

Quadrant IV : High Importance with high Performance

Quadrant II : High Importance with low Performance

Quadrant III : Low Importance with high Performance

Quadrant I : Low Importance with low Performance

DISCUSSION RESULT

Test Instrument

The instrument test used to collect data is in the form of validity and reliability tests. The results of the validity test showed that of the fourteen questions in the questionnaire, all questions were valid. All questions about the attributes in the classic destination object are said to be valid because the value of the *corrected item total correlation* or *r* count is greater than the table value used, namely 0.239. Thus it can be concluded that the questions in the questionnaire can be used to measure what will be measured and the data can be used for further analysis.

The second instrument test is the reliability test. The reliability test results were obtained with the help of the SPSS version 25 program. It can be seen that the *Cronbach's Alpha value* from the questionnaire test results meets the standards because the calculation results show a value of more than 0.6, namely 0.833 and 0.785. So it can be concluded that all variables in the study are declared reliable or valid. From the results of the validity and reliability tests, it can be concluded that this questionnaire is feasible to use to measure perceptions about the attributes that exist in classic destinations in Yogyakarta.

SWOT analysis

SWOT analysis to find out internal factor analysis which includes: strengths and weaknesses regarding the condition of tourist destinations and external factors outside the destination which includes studies of opportunities and obstacles for development purposes. The purpose of this analysis is to eliminate weaknesses and obstacles so that appropriate strategies can be developed. These four factors are used to analyze the potential for destination development.

From the results of the SWOT analysis in table 2, it shows that there are several strategies that can be proposed for managing, maintaining and even increasing tourist visits to this classic tourist destination.

The cultural history of this classic tourist destination has received attention from the DIY government because this classic tourist destination supports the introduction of DIY and brings in tourists which means it also increases people's economic turnover and income. Therefore the DIY government includes maintenance, operational and development costs for this classic tourist destination in the DIY privilege budget obtained from the center. Quite a large privilege fund is used to maintain, maintain and improve this tour. Thus the manager is not too burdened with maintenance costs. This does not mean that managers can remain silent, but must be active and innovate to develop so that classic tourist destinations remain in demand by the public.

History lessons about culture and some of the history that has become a tourist destination in DIY are taught in elementary, middle and high schools. Historical education is also a driving force for tourists to visit tourist destinations. This visit is a sort of confirmation of the history lessons that history students have received in class. History lessons in this class can be a free promotion for tourist destinations.

The government program is positive, meaning it supports smooth transportation roads to Yogyakarta. With the construction of toll roads, airport trains, shuttle buses and repairs to the roads

leading to Yogyakarta, it will increase the number of tourists visiting DIY. Both by land and air transportation to reach classic tourist destinations in Yogya, is no longer a difficult thing. The road to DIY is increasingly comfortable to walk because of development by the government. This is a positive thing that can further support the increasing number of tourists visiting classic tourist destinations in DIY. It is hoped that road construction by the government will not only build roads leading to DIY but also improve the construction of roads that connect roads between these classic tourist destinations (Thompson and Schofield, 2017). Weaknesses in connectivity between classic tourist destinations in DIY can be overcome by one of them by making a package with one ticket to visit these four tourist destinations. Thus tourists by buying one ticket can immediately enjoy all classic tourist destinations (A Pizam et al, 2014).

Table 2. Destination SWOT Analysis

Strength	Weakness	Opportunity	Threat
Classic destinations have high history and culture	Maintenance costs are not small	Treatment costs are included in the special fund scheme	The emergence of new destinations both natural and man-made
Access to Yogyakarta is supported by complete infrastructure	Connectivity between Destinations is not optimal	Positive central government program	Low awareness of visitors to the sustainability of destinations

Source: Primary Data, processed

Classic tourist destinations face threats with the emergence of many artificial and natural tourist destinations which are currently being developed in every district in DIY. Classic tourist destinations are indeed very different from natural and man-made tourist destinations (A Pizam et al, 2014). To be able to retain visitors, it is necessary to determine the target market correctly. It is recommended that the target market be more school children (elementary, junior high and high school) as well as the general public. Students may not be the main target. Thus the promotion of both media and content can be more focused. It is also good that this classic tourist spot is used as a place for pre-wedding, so it is necessary to add good facilities to make it easier to take photos. If natural and man-made tourist destinations are currently being developed to be instagrammable, then classic tourist destinations are also being built at several special points made in such a way as interesting photo spots and selfies. In fact, strengthening the classic elements might show more uniqueness and be more attractive than artificial and natural tourist destinations (I Sard and Walter, 2015).

The low concern of visitors to the sustainability of destinations is a threat to classic destinations. Because if there is damage to this classic destination it will be more difficult to repair and restore it to its original condition. Therefore there needs to be supervision by officers at certain points to

maintain the security of the destination. In addition, there needs to be education about the importance of preserving classic tourist destinations and creating a sense of "handarbeni" so that every visitor participates in maintaining the sustainability of these classic tourist destinations (James and Caroll, 2015).

Tourist Satisfaction

From the results of data processing obtained from the questionnaire, then processed using the Tourist Satisfaction Index, the results obtained can be seen in Figure 5 below:

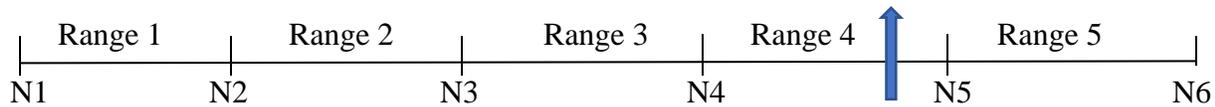


Figure 5. Tourist Satisfaction Index
Source: Primary data processed

Information:

- N1-N2 = Range 1, with the Very Unsatisfactory category
- N2-N3 = Range 2, with the Unsatisfactory category
- N3-N4 = Range 3, with the Unsatisfactory category
- N4-N5 = Range 4, with the Satisfactory category
- N5-N6 = Range 5, with the Very Satisfying category

From Figure 5 it can be seen that tourists are satisfied with the services and conditions of classic tourist destinations. Tourists from tourist destinations are satisfied with the tourist services of the Kraton, Fort Van den Burgn, Taman Sari and Prambanan. Tourists can understand Javanese history and culture, especially about the life of the royal family and the struggles during Dutch colonialism. Tourists are satisfied because tour guides are provided who are quite qualified and can use various languages, including Javanese. The role of the tour guide is felt to be quite large as an attraction for tourists. Both foreign tourists and domestic tourists.

Tourists know the Kraton, Fort Van den Burgh, Taman Sari and Prambanan from the many media that cover every activity in these tourist destinations. In addition, students also know from history lessons at school. So that it is not a new thing to visit the Kraton, Fort Van den Burgn, Taman Sari and Prambanan. Some visitors feel like confirming what they hear and see from social media by visiting the Kraton, Fort Van den Burgh, Taman Sari and Prambanan in person.

Development Strategy

Tourists to the classic Prambanan, Kraton, Taman Sari and Fort Van den Burgh destinations are satisfied with the services of these classic destinations. From this satisfaction, it is necessary to assess the performance of the destination to design appropriate strategies for managing and marketing classic tourist destinations (Ba s a la et all, 2016). The results of calculating the importance of each factor and destination performance can be seen in table 3.

Table 3 Satisfaction and Performance

No	Factor	Interest	Performance
1	Unique	4.44	4.3
2	History	4.2	4
3	Knowledge	4.4	4.25
4	Air	4.5	3.7
5	Land	4.4	4.15
6	Access	4.35	4.4
7	Souvenir	4	3.7
8	Restaurant	4.15	3.9
9	Guides	4.1	3.7
10	Package	4	3.8
11	Accommodation	4.3	4
12	Information Center	4.1	3.6
13	Learning Culture	4.4	4.1
14	Fasum	4.1	4.4
Average		4.25	4.00

Source: Primary Data, processed

From table 3 it can be seen that factors that are important for tourists are not necessarily high performing either. The lowest performance is in the information center factor. Information center performance 3.6 and importance level 4.1. This shows that tourists value these variables as important but their performance is not good. The highest importance value is that transportation can be reached by airplane (4.5), but the performance is only 3.7. This shows that the location affordability factor with air transportation is considered important for tourists but low performance. The relationship between the level of importance and performance can be seen in Figure 6.

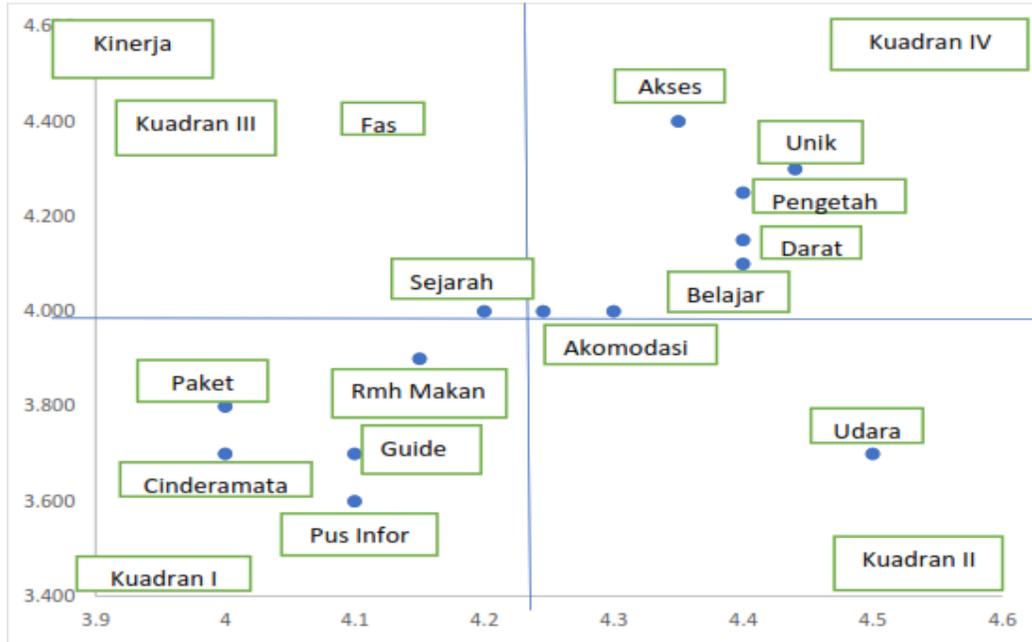


Figure 6. Cartesian diagram

Source: Primary data processed

Quadrant I, shows that the performance of the destination is not good, but for tourists this variable is also considered less important. These variables are destination packages, hospitality, souvenirs, information centers, availability of guides. For these variables, the management may not improve performance because these variables are deemed unimportant for tourists.

Quadrant II, is a variable that is considered important for tourists but the performance of classic tourism is not good. The affordability of tourist destinations using air transportation is considered important, but service performance is not good. Therefore it is suggested to improve the performance of air transportation services to and from Yogyakarta. In addition to increasing the number of flights, smooth access to and from NYIA International Airport is also needed. There are many alternatives to go to NYIA or from NYIA to. An alternative that is free from congestion and relatively inexpensive costs is to use the airport train that has been provided by the government. By using the airport train, tourists can enjoy the beautiful scenery along the way. Views of the mountains, green rice fields and fertile agricultural areas will be enjoyed so that the forty-minute trip to and from the airport will feel very fast. The downside of the airport train is that it only operates four times a day. The number of these services is felt to be insufficient and not in accordance with the fairly busy flight schedule. It is suggested by the government to increase the number of train departure services. If the train departure schedule could be every hour, tourists would be more pampered and increase domestic tourists (especially those from outside the island) and foreign tourists.

Quadrant III, shows that these variables are important for tourists, and the performance of these variables is also good. So, these variables need to be maintained. Variables that are considered

important by tourists and have good performance are: having good accessibility and ease of access, being easy to reach by land transportation, being a means of learning about the history of Indonesia and Yogyakarta, as a means of increasing knowledge for tourists and onics. The uniqueness of this classic tourist destination is difficult to imitate by artificial tourism. Therefore, this classic tourism cannot be replaced by artificial tourist destinations which have recently been built in Yogyakarta. The uniqueness of this tourist destination is also what makes classic tourist destinations able to survive when many artificial tourism emerges that are no less interesting (Goldman, et all, 2014), Quadrant IV, is a factor whose performance nice, but rated Kurnag so important for tourists. Facility common at the destination classic moment this rated no so important, however manager tour provide facility very common good because that is, availability facility existing general still maintained for keep going increase Power pull for tourists (Baum and Thompson, 2017).

CONCLUSIONS & SUGGESTIONS

From the results analysis can concluded that traveler destination classic satisfied about services and tourist areas destination classic. Availability transportation land from Yogyakarta and NYIA stations are felt Still less. Government need add timetable transportation train connecting airport between Yogyakarta station with NYIA, so candidate traveler will more made easy and comfortable For to and from NYIA to destination tour. Availability transportation enough air for traveler as well as transportation from and to NYIA felt very important for arriving tourists from outside island Java and tourists foreign countries, will but performance service For transportation air Not yet ok. Recommended add amount flight to and from NYIA efforts make it easy for tourists who will visited Yogyakarta.

THANK-YOU NOTE

This study funded by the agency research and service public university christian ambassador discourse, because that please let us thank you on funding research we have received. Be spoken thank you too father. Restyandito, ph.d on the inputs given so that make study this the more perfect.

REFERENCES

- [1] A Pizam, GH Jeong, A Reichel, H van Boemmel, (2014), The Relationship between Risk- Taking, Sensation-Seeking, and the Tourist Behavior of Young Adults: A Cross- Cultural Study, *Journal of Travel Research*
- [2] Basala, Sandra L. and David B. Klenosky. (2016), Travel Style Preferences for Visiting a Novel Destination: A Conjoint Investigation Across the Novelty-Familiarity Continuum, *Journal of Travel Research*, 40 (2), 172-182
- [3] Baum, T.G. and Thompson, K.J. 2017. Skills and labour markets in transition: a tourism skills inventory of Kyrgyzstan, Mongolia and Uzbekistan. *Asia Pacific Journal of Human Resources*, 45 (2), 235-255
- [4] Buhalis, D., 2019, Strategic use of information technologies in the tourism industry, *Tourism Management*, 19(5), 409-421
- [5] Buhalis, D., 2018, The virtual tourism Enterprise: concepts, practices and lessons, *Papers de Turisme, Agencia Valenciana del Turisme*, 23 (1), 197-209

- [6] Goldman, G., Nakazawa, A. And Taylor, D, (2014), *Cost-Benefit Analysis of Local Tourism Development*: Western Rural Development Centre: Oregon State University
- [7] I Sard and Walter, (2015), *Introduction to regional science*, New Jersey: Prentice-Hall, Inc. Englewood Cliffs.
- [8] James A. Chandler and Carol, (2015), Stello a Profile of Visitors at Heritage Tourism Destinations in East Tennessee according to Plog's Lifestyle and Activity Level Preferences Model, *A Journal of Travel Research*, 41 (2), 161-166
- [9] Meidan, A, (2019), Tourism Marketing Strategies. In Tourism Marketing and Management Handbook, Hempel Hempstead: *Prentice-Hall*.
- [10] Miraza, Bachtiar Hasan, (2015), Peran Kebijakan Publik dalam Perencanaan Wilayah. *Jurnal Perencanaan & Pengembangan Wilayah Wahana Hijau*.
- [11] Okunola, S., and Amole, D, (2018), Perception of Safety Social Participation and Vulnerability in an Urban Neighborhood, Lagos, Nigeria. *Procedia-Social and Behavioral Sciences Journal*, 35 (2), 156-166
- [12] Rahayu, A, (2016), Pariwisata: Konseptualisasi kebudayaan melalui pertukaran simbol dan kehidupan sosial manusia, Makalah dalam Diskusi Panel Persiapan Penyusunan RIPPNAS, Pebruari, Jakarta.
- [13] Schofield, P. and Thompson, K.J (2017), Visitor motivation, satisfaction and behavioural intention: the 2005 Naadam Festival, Ulaanbaatar, *International Journal of Tourism Research*, 9 (5), 329-344
- [14] Sekaran, Uma, (2017), *Research Methods for Business*, New York: Willey
- [15] Sheng, (2016), *Evaluation of The Potential of Ecotourism to Contribute to Local Sustainable Development: Case Study in China*. Massey University: New Zealand
- [16] Thompson, K.J. and Schofield, P, [2017], An investigation of the relationship between public transport performance and destination satisfaction, *Journal of Transport Geography*, 15 (2), 136-144