

Analysis of Gunung Api Purba Nglanggeran Tourist Destination on Tourist Satisfaction

Hindun Nurhidayati¹, Azra Mashita^{2*}, Zagita Sahra³, Pradisha Reihani⁴, I Made Adhi Gunadi⁵

^{1,2,3,4,5}Faculty of Tourism, Pancasila University, Jakarta, Indonesia

Email: ¹nurhidayati.h@univpancasila.ac.id, ^{2*}azramashita@univpancasila.ac.id,
³8022210012@univpancasila.ac.id, ⁴8022210033@univpancasila.ac.id,
⁵made.gunadi@univpancasila.ac.id

Received on 17 January 2025	Revised on 25 January 2021	Accepted on 31 January 2025
--------------------------------	-------------------------------	--------------------------------

ABSTRACT

Purpose: This study aims to analyze what factors influence tourist satisfaction in tourist destination Gunung Api Purba Nglanggeran.

Research methods: This is a quantitative research with simple linear regression analysis, and the use of SPSS 23 in processing data. The data collected using google form with 70 respondents from tourists who visited Gunung Api Purba Nglanggeran.

Results and discussion: The findings of this study indicate that tourist destinations influence the tourist satisfaction positively. Meanwhile, this study finds that amenity and accessibility in tourist destinations need to be improved.

Implication: This research was conducted to provide developments in the Gunung Api Purba Nglanggeran. This research suggests that this destination should further improve existing amenities and accessibility to increase visitor satisfaction.

Keywords: Gunung api purba, ecotourism, tourist satisfaction, tourist destination, amenities, accessibility

INTRODUCTION

One of the main sources of income for a country is the tourism sector. The tourism industry has the ability to support economic growth inclusively and continuously (Adiwilaga et al, 2022). Currently, tourism is also a basic need for individuals to carry out leisure activities. Tourism is often associated with pleasure and recreation, but now it has a greater meaning. This shows that pleasure is needed for various purposes, especially to increase the productivity and innovation of each person (Sulistyo and Salindri, 2019).

Yogyakarta is a cultural center, and a city of education. In addition, Yogyakarta has a lot of natural and cultural beauty and is safe, comfortable and has friendly people. Yogyakarta plays a role as one of several famous tourist destinations in Indonesia and around the world, proven to have a total of domestic tourists and foreign tourists which increase every year. This shows that domestic and foreign tourists increasingly believe in spending time in Yogyakarta (Yogyakarta Tourism Statistics, 2021).

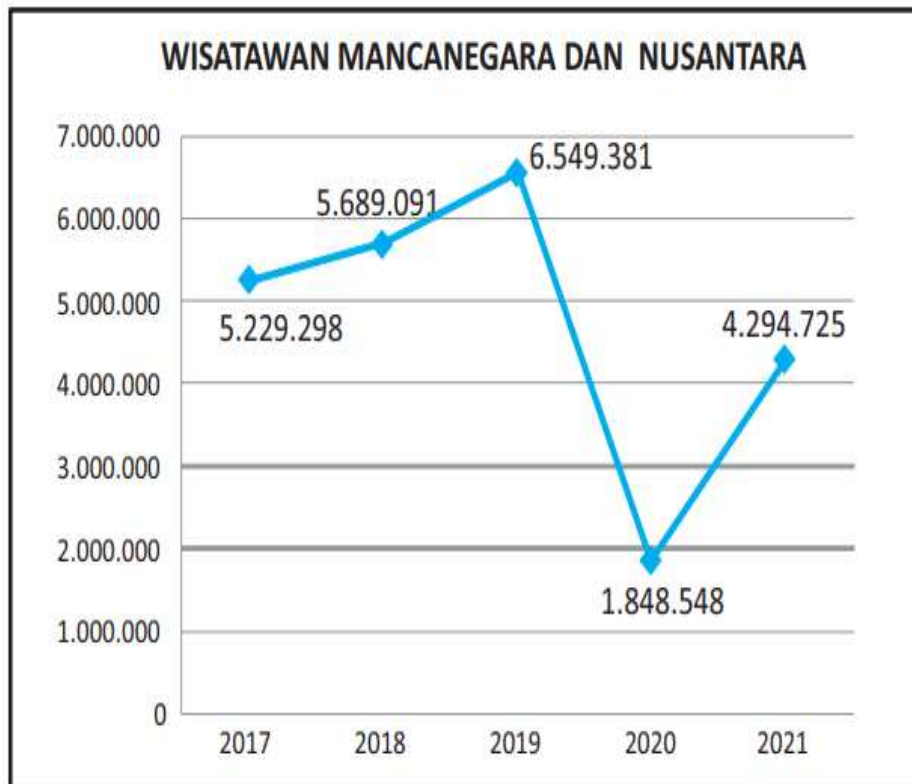


Figure 1. Number of Tourist in Yogyakarta Province 2017-2021
[Source: Statistik Pariwisata DIY, 2021]

Based on the Kemenparekraf.go.id (2024), to date, there are 203 tourism villages recorded in the Special Region of Yogyakarta and spread throughout the districts and cities. One of the famous tourism villages in Yogyakarta is Nglanggeran Village. Nglanggeran, located in Patuk District, Gunungkidul Regency is one of several villages in the Special Region of Yogyakarta Province. Several tourist attractions in Nglanggeran Village have begun to attract many tourists, even tourists from other countries. Quoted from the website jogjapro.go.id, Nglanggeran Tourism Village is the only candidate from Indonesia to be awarded the Best Tourism Village in the World 2021 by the World Tourism Organization (UNWTO) in Madrid, Spain.

Nglanggeran Tourism Village is one of the tourist villages that implements the CBT (Community Based Tourism) concept. The current development of Nglanggeran tourism shows an example of a quality tourism development pattern. Quality tourism is different from quantity tourism, meaning that managers no longer focus on bringing in many tourists (mass tourism), but how to impress tourists and want to spend more time at the location and spend more money (Gilmore, 2017). There are 4 uses related to the application of the quality tourism concept, namely increasing customer loyalty, generating greater profits, increasing the quality of life of local residents, encouraging a more stable tourism sector, and creating jobs and guarantees (Akbar and Pramadika, 2021).

The leading tourist destination in Nglanggeran Tourism Village is the Gunung Api Purba (an ancient volcano) Ecotourism Area with a height of 700 meters above sea level with a slope of 45%. Gunung Api Purba is an active volcano that was formed around 60 million years ago. Gunung Api Purba has

several tourist attractions such as trekking, climbing and camping. The number of tourists to Nglanggeran Ancient Volcano has increased and decreased in the last 4 years. In 2020 to 2021, the number of tourist visits decreased due to the Covid-19 pandemic and the Implementation of community activity restrictions. This prevented tourists from visiting Nglanggeran Ancient Volcano. In mid-2022, the regulation was gradually lifted and tourist visits to the Gunung Api Purba slowly increased again. This increase shows that Nglanggeran Tourism Village has a lot of potential to attract tourists, especially in the Gunung Api Purba Ecotourism Area.

Table 1: Number of Tourist in Gunung Api Purba Nglanggeran

No.	Year	Tourist Visited Gunung Api Purba Nglanggeran	
		National	International
1	2020	20.851	134
2	2021	13.980	1
3	2022	22.359	238
4	2023	19.732	648

[Source: Pokdarwis Nglanggeran, 2024]

According to Bachtiar (2011) in (Apriyani, 2017), the positive feelings that customers have about goods or services when they use them are called customer satisfaction. Furthermore, Kotler and Armstrong (2010), stated that if product performance does not meet expectations, customers feel dissatisfied, if product performance is in accordance with or exceeds expectations, consumers get high satisfaction or are so happy (delighted). Tourist satisfaction can be associated with tourist experiences and the attractive environment around tourist destination (Rahimi et al., 2015; Sofi et al., 2020). Tourist satisfaction at a tourist destination is the desire to return.

Furthermore, a tourist destination must have a special attraction, such as unique beauty, abundance of culture and nature, which will attract tourists (Rakib, 2017). Tourist attractions are the characteristics of tourist destinations that attract tourists to visit and enjoy them (Sondakh & Tumbel, 2016). According to Holloway et al., (2009), every tourism destination must pay attention to the 3A components, namely attractions, accessibility, and amenities, to encourage visitor tourism activities. Based on this theory, the 3 components of tourist attractions are important components of a tourist destination that can influence tourist interest and satisfaction.

According to this explanation, the formulation of the problem in this study is what factors influence tourist satisfaction in the tourist destination Gunung Api Purba Nglanggeran.

RESEARCH METHODS

This research was conducted in the Gunung Api Purba Nglanggeran Ecotourism Area, Nglanggeran Tourism Village, Nglanggeran, Patuk District, Gunungkidul Regency, Special Region of Yogyakarta. The research began on August 7-16, 2024.

In the process of collecting data, this study used interview methods, questionnaires, and literature studies. The population studied were tourists visiting the Gunung Api Purba Nglanggeran. The sample was determined using the Lemeshow formula. Each research variable was measured using an instrument in the form of a questionnaire, with a measurement system using a Likert scale. The sample taken consisted of tourists aged between 17 and 40 years who visited the Ancient Volcano.

The analysis method applied in this study is multiple linear regression. This method is appropriate for use in research that studies the relevance between one dependent variable and one or more independent variables. The main purpose of multiple linear regression is to predict changes in the dependent variable as a result of variations that occur in several independent variables (Hamied, 2017).

RESULTS AND DISCUSSION

Researchers have conducted research at Gunung Api Purba Nglanggeran, a tourist destination located in Gunung Kidul Regency, Yogyakarta. This research aims to evaluate and understand various factors that influence tourist satisfaction. Gunung Api Purba Nglanggeran is a destination that offers unique geology and interesting natural beauty, so this study can provide valuable insights into the experiences experienced by tourists. Until now, Gunung Api Purba Nglanggeran is still a popular climbing location for many climbers.

In this study, the respondents involved were 70 tourists who visited the Gunung Api Purba. Data indicates that out of 70 participants, the majority of tourists visiting the Ancient Volcano were women. Then, based on age group, the age range that dominates visits is 17 to 24 years, because this age group tends to prefer traveling and has felt financial freedom (Wulandari et al, 2024). Based on the type of work group that dominates are students. Furthermore, in the income group (1 month) it is dominated by tourists who earn <IDR 1,000,000. The Minimum Wage of the Special Region of Yogyakarta Province is IDR 2,125,897. This shows that the Nglanggeran Ancient Volcano is in demand by people with middle to lower incomes. The entrance ticket price for the Nglanggeran Ancient Volcano ranges from IDR 15,000-IDR 30,000/person. One of the reasons why tourists want to visit the Nglanggeran Ancient Volcano is because it is included in the relatively affordable travel category.

Validity and Reliability Test

Both tests were conducted on the questionnaires applied in this research. The results of the Validity test of the destination variables (Attraction, Amenities, and Accessibility) and Tourist Satisfaction, obtained a calculated R value > R table, namely > 0.235. The total number of questions used in the Destination variables (X), and Tourist Satisfaction (Y) was 20 questions. The results of the Validity Test on the Destination variables (X) and Tourist Satisfaction variables (Y) were Valid. The Destination variables (X) and Tourist Satisfaction (Y) were also reliable used in this research because the reliability test on the Destination variables (X) and Tourist Satisfaction variables (Y) obtained a Cronbach's Alpha value of more than 0.6.

Multiple Linear Regression Analysis

The constant values and coefficients of the Destination Variables (X) (Attractions, Amenities and Accessibility) on the Tourist Satisfaction variable (Y) are used to create a regression equation model. Below are the results of the multiple linear regression analysis indicating the resulting regression equation model.

Table 2: Multiple Linear Regression Analysis

Variable	β	Std. Error	t	Sig.
1 (Constant)	4.03	2.356	1.712	.092
Attraction	.285	.105	2.711	.009
Amenities	.013	.140	.923	.359
Accessibility	.213	.124	1.722	.090

[Source: processed by researchers, 2024]

Based on the linear regression table, it can be observed based on the Unstandardized Coefficients value where the multiple linear regression can be observed as follows:

$$Y = 4.032 + 0.285 \text{ Attractions} + 0.130 \text{ Amenities} + 0.213 \text{ Accessibility}$$

Below is a description of the formula above:

1. The constant value of 4.032, which means that if the independent variables consisting of attractions, amenities, accessibility do not exist or do not change, then the Tourist Satisfaction value is 4.032.
2. The attraction coefficient value is 0.285 which has a positive regression coefficient on Tourist Satisfaction. This means that if the Attraction variable (X1) increases by one unit, it will increase by 0.285 on tourist satisfaction
3. The amenity coefficient value is 0.130 which has a positive regression coefficient on Tourist Satisfaction. This means that if the amenity variable (X2) increases, it means that every time the variable increases by one unit, it will increase by 0.130 on Tourist Satisfaction.
4. The accessibility coefficient value is 0.213 which has a positive regression coefficient on tourist satisfaction. This means that if the accessibility variable increases, this means that when the variable increases by one unit, it will increase by 0.213 on Tourist Satisfaction.

Based on the coefficient value obtained, it can be concluded that the variable with the highest influence is the attraction variable because tourists feel very satisfied with the natural scenery which is very beautiful and beautiful. Meanwhile, the variable that has a low influence is the accessibility variable, the reason is because the implementation of the accessibility variable indicator is good, such as the condition of the road to the destination which is easy to reach and the road signs at each intersection that make it easy for tourists to reach the destination.

Hypothesis Testing - T-Test

If the calculated t value $>$ t table or sig value $<$ 0.05, then the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. Conversely, if the calculated t value $<$ t table or sig value $>$ 0.05, then the alternative hypothesis (H_a) is rejected and the null hypothesis (H_0) is accepted.

The T table value is known to be 0.025:66, which is 1.99656. It can be explained as follows:

According to the results of the T test, the results are as below.

1. Attractions show a significance value of 0.009, which is less than 0.05, and the calculated t value is -2.711, which is $>$ 1.99656 (t table). Based on these results, the conclusion is that partially, the Attraction variable (X_1) has an influence on Tourist Satisfaction (Y). This influence can be explained by the fact that respondents feel that the attractions they visit offer very beautiful and interesting natural scenery, which in turn increases their level of satisfaction. In addition to the natural scenery aspect, other factors can also contribute to this satisfaction, the natural conditions of this Ancient Volcano are still very beautiful and well-maintained which makes respondents satisfied.
2. The significance value for the Amenity variable is 0.359, which is greater than 0.05, and the calculated t value of 0.923 is below 1.99656 (t table). Based on this analysis, the conclusion is that in a partial context, the Amenity variable (X_2) does not have an influence on Tourist Satisfaction (Y). This finding may be due to the perception of respondents who consider that the available facilities, such as toilets, prayer rooms, parking lots, and stalls offering food and drinks, are quite adequate. With the existence of supporting facilities such as road signs, information boards and fences in several areas. Also, the availability of rest posts that are already good and well-arranged at the Ancient Volcano means that the amenities at the Ancient Volcano do not affect tourist satisfaction.
3. Based on the results of the analysis, the accessibility significance value is 0.090, which is $>$ 0.05, and the t -count value is 1.722, which is smaller than the t table (1.99656). Thus, the conclusion is that partially, the accessibility variable (X_3) does not have a significant effect on tourist satisfaction (Y). This is due to the perception of participants who stated that accessibility indicators, such as road conditions to the Ancient Volcano, are adequate and easy to pass, the quality of roads to tourist attractions that are in good condition and safety when traveling to tourist attractions. This results in the accessibility variable not affecting tourist satisfaction.

Hypothesis Testing - F-Test

If the Sig value $<$ 0.05, then the independent variable (X) has a significant effect on the dependent variable (Y). Meanwhile, if the Sig value $>$ 0.05, the independent variable (X) does not show a significant effect on the dependent variable (Y).

Table 3: F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	25.514	3	8.514	4.148	.009
Residual	135.445	66	2.052		
Total	160.986	69			

[Source: processed by researchers, 2024]

According to Table 3, the results of the F test show the Sig. F value in the number 0.009. The calculated F score in the number 4,148> the F table value is 2.30 and the significance level is 0.009 <0.05. Thus, it is known that the independent variables including Attractions, Amenities and Accessibility have a simultaneous effect on Tourist Satisfaction.

1. R Test

The coefficient of determination which is often symbolized by R^2 functions to see the extent of the influence of the independent variables on the dependent variable.

Table 4: R-Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.398	.159	.120	1.433

[Source: processed by researchers, 2024]

According to Table 4, the value of the coefficient of determination (R^2) in the number 0.159 indicates that the independent variables, namely attractions, amenities, and accessibility, are able to explain the influence on the dependent variable, namely tourist satisfaction (Y), by 15.9%. Meanwhile, the remaining 84.1% is influenced by other variability outside this study.

CONCLUSION

The purpose of this study is to identify factors that influence the level of tourist satisfaction during a visit to Gunung Api Purba Nglanggeran. Based on the results of the study, the destination has a significant influence on tourist satisfaction at the Gunung Api Purba Nglanggeran. This is supported by data from questionnaires that said the natural conditions are still pristine and the natural scenery is very beautiful and attractive. In addition, the amenity indicators does not have an influence on tourist satisfaction because the facilities provided are sufficient to support all tourist activities during their visit at the Gunung Api

Purba Nglanggeran. Lastly, the accessibility variable does not have an influence on tourist satisfaction because the road conditions are very good and easy to reach which results in this variable not having an influence on tourist satisfaction.

REFERENCES

- Adiwilaga, H., Usman, U., Guna, R. P., Iskandar, P. F., Multiretno, D. F., Maharani, W., ... & Rosyidi, M. I. (2022). *Pariwisata Indonesia: Bertahan Di Masa Pandemi, Bersiap Bangkit Lebih Kuat*. Bank Indonesia Institute.
- Akbar, S., & Pramadika, N. R. (2021). MEMAHAMI QUALITY TOURISM SEBAGAI STRATEGI PASCA PANDEMI COVID 19 DI DESTINASI SUPER PRIORITAS BOROBUDUR. *Warta Pariwisata*, 19(2), 18-19.
- Apriyani, D. A. (2017). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen. *Jurnal Administrasi Bisnis*, 51(2), 1-7.
- Gilmore, A. (2017). Quality and quantity in tourism. *Journal of Hotel & Business Management*, 6(1), 164.
- Hamied, F. A., & Malik, R. S. (2017). *Research methods: A guide for first-time researchers*.
- Humas Pemda DIY. (2021). *Nglanggeran Jadi Desa Wisata Terbaik Dunia 2021 Versi UNWTO*. Retrieved from jogjaprovo.go.id.
- Kementerian Pariwisata dan Ekonomi Kreatif. (2024). *Jadesta Provinsi DI Yogyakarta*. Retrieved from kemenparekraf.go.id.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran* (Vol. 1, No. 2). Jilid.
- Mayers, G. E., & Mayers, M. T. (2009). *The dynamics of human communication*.
- Rahimi, R., Nadda, V. K., & Wang, H. (2018). CRM in tourism: Customer relationship management (CRM). In *Digital marketing and consumer engagement: Concepts, methodologies, tools, and applications* (pp. 928-955). IGI Global.
- Sofi, M. R., Bashir, I., Parry, M. A., & Dar, A. (2020). The effect of customer relationship management (CRM) dimensions on hotel customer's satisfaction in Kashmir. *International Journal of Tourism Cities*, 6(3), 601-620.
- Sulistyo, A., & Salindri, Y. A. (2019). Analisa Tingkat Kepuasan Wisatawan Terhadap Sarana Transportasi Dalam Upaya Menciptakan Kawasan Wisata Terintegrasi Di Yogyakarta. *Kepariwisata: Jurnal Ilmiah*, 13(2), 1-14.
- Statistik Pariwisata DIY. (2021). Retrieved from yogyakarta.bps.go.id.
- Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and cognitive loyalty. *Tourism management*, 31(2), 274-284.