

## MODEL OF TOURIST SATISFACTION IN VISITING MANGROVE TOURISM OBJECTS

Hanum Salsabila Nur Inayah<sup>1</sup>, Muzakar Isa<sup>2</sup>

<sup>1,2</sup> Departement of Management, Universitas Muhammadiyah Surakarta, Indonesia

\* Corresponding Author: [Muzakar.isa@ums.ac.id](mailto:Muzakar.isa@ums.ac.id)

---

### ABSTRACT

This study aims to analyze the effect of tourist attraction, accessibility, facilities, and environment on tourist satisfaction at the Kertomulyo Beach Mangrove Tourism Object in Pati Regency. This study uses a quantitative approach with a questionnaire as data collection material. The sample taken was 339 tourist respondents who visited the Kertomulyo Beach mangrove tourist attraction. Sampling technique using Non- non-probability Sampling with *Purposive Sampling* method. The results of this study indicate that partially the variables of tourist attraction, accessibility, facilities, and environment have a positive and significant effect on tourist satisfaction at the Kertomulyo Beach mangrove tourist attraction in Pati Regency.

**Keywords:** tourist attraction, accessibility, facilities, environment, tourist satisfaction.

Doi:

---

### INTRODUCTION

Given Indonesia as an archipelago located on the equator which is rich in flora and fauna. The tourism sector is also one type of industry that can increase tourism growth and development. So tourist satisfaction with attractions affects economic growth. Evidence of the rapid development of tourism is the increasing number of natural and cultural tourism in various parts of the region. The rise of tourism is developing in various regions that have natural wealth, one of which is mangroves which are plants that live in brackish water and are influenced by tides. These plants grow especially in places where there is a mixture and collection of organic matter (Saputra & Suryoko, 2018).

Mangrove conservation has become a highlight in the development process of a region. One of them is a village that provides tourist attractions as well as mangrove education places, namely Kertomulyo Village in Pati Regency, Central Java. The phenomenon that occurred in the coastal area of Kertomulyo Beach began with mangrove planting in 2009. However, the beginning of its development was said to be not good enough and less than optimal because it failed due to waves at sea. Until 2014 the development of mangroves in Kertomulyo Village can be said to be the slowest growth compared to other villages, this is also uneven. Seeing this, Kertomulyo Beach looked for the cause. In 2017 it turned out that there was very little public space for tourism in the Regency. Then the Kertomulyo Beach was visited by the Pati Regency Tourism Office to create a POKDARWIS named Tresno Segoro, as well as a tourism concept, namely ecological tourism often referred to as ecotourism. Ecological tourism itself is intended to campaign how someone who visits is aware of the environment and the importance of nature. Along with the development of technology, and the development of public interest, that's where POKDARWIS designed educational tourism without having to leave its ecology.

In the early days, POKDARWIS often invited communities to plant together. These communities may not just plant, they will take selfies. Indirectly, they have become POKDARWIS influencers. Community A and Community B do the planting and then the photos are posted. The community, especially nature lovers, is the main strength. Because the community can break down the level of crowd or popularity of visitors to the Kertomulyo Beach mangrove tourist attraction in Pati

Regency. In 2020 there was a change in strategy, namely a lot of cooperation with the officialdom and companies to improve the advice and infrastructure at Kertomulyo Beach, one of which was the *Organization for Industry, Spiritual, Culture and Advancement (OISCA)* from Japan. In addition, the government and companies to improve their facilities and infrastructure are taken from several financial sources, one of which is the results of the 50% conservation area entrance fee for development. Even every three months a new sport is held in the beach area to attract visitors and tourist satisfaction. In addition, POKDARWIS Tresno Segoro has had an SK since 2017 and a legal entity in 2020 which until now has been active in tourism, tourism promotion, and exhibitions, and has even received awards at the event.

Mangrove tourism object Kertomulyo Beach Pati Regency has very potential as a tourist destination because tourists can enjoy the fresh and cool air, besides the use of mangrove education and conservation areas as a tourist attraction has itself shows the quality or integrity of tourism that supports environmental conservation with the participation of the surrounding community. POKDARWIS Tresno Segoro also conducted a tourism feasibility study to attract tourist satisfaction. The tourism feasibility study itself analyzes existing tourism in Pati Regency such as how the attractiveness, accessibility, facilities, and environment of tourism objects of the same type as Kertomulyo Beach. So the problem formulation in this study is whether tourist attraction, accessibility, facilities, and environment affect tourist satisfaction. The purpose of this study is to analyze the effect of tourist attraction, accessibility, facilities, and environment on tourist satisfaction.

## **LITERATURE REVIEW AND HYPOTHESES FORMULATION**

### *Effect of Tourism Attraction on Tourist Satisfaction*

Tourist attraction is an attribute of tourism services that is often used as a measure of tourism quality. A tourist enjoyed by tourists automatically creates visitor satisfaction and responds positively to every service enjoyed and experienced by individuals and community groups (Lestari, 2022). Tourist attractions are all forms of uniqueness that have elements of natural beauty, culture, and human hands. The more attractive the tourist attractions offered at the tourist spot, the more interested tourists will be in visiting (Novitaningtyas et al., 2022).

Abdulhaji and Yusuf (2016) also said that tourism objects and attractions have a very decisive element, therefore it is necessary to have a design that is built or managed professionally so that it can provide satisfaction and attract tourists to visit. The tourist attraction of Kertomulyo Beach Mangrove area itself is that it has a path made of neat, comfortable, safe wooden boards to see mangrove plants, there is a natural and beautiful coastal panorama so that tourists make this beach a favorite place for the community to relax while enjoying the sunset and taking pictures on the bridge that stretches to the middle of the sea coast, conducting research and conducting mangrove seedling planting programs and for instagramble provided a photo spot and selfies as desired and comfortable as visitors. Thus it can be explained that the better and more diverse the tourist attractions available at the Kertomulyo Beach mangrove tourist attraction, the higher the tourist satisfaction will be to visit again.

H1: Tourist attraction has a positive effect on tourist satisfaction.

### *The Effect of Accessibility on Tourist Satisfaction*

Accessibility is the ease of reaching tourist attractions both geographically or technically to tourist attractions, as well as the occurrence of infrastructure facilities to go to tourist attractions such as road access, availability of road signs, and availability of transportation (Miansih and Anwari, 2018). Accessibility is one of the important aspects that support the development of the tourism industry. Tourism development will not be effective if tourist destinations are not supported by the right audience and reach. One of the determinants of the tourism industry is seen from transportation and the factors of distance and time greatly influence the willingness of humans to go on a tour.

Accessibility is a means that makes it easy for tourists to visit a tourist destination, be it from the ease of transportation, information, and roads to tourist destinations (Rokhayah EG, et al: 2021).

Accessibility to the Kertomulyo Beach Mangrove object is quite adequate, road access in the area is a paved road whose condition is sufficient to be used by land transportation to the tourist attraction, the lack of road widening to get to the tourist attraction, on the right and left corners are presented with beautiful scenery in the form of plants and fish ponds to get to the tourist attraction, access to communication both internet and telephone is very good, and there are clear directions visible to tourists to reach the Kertomulyo Beach Mangrove tourist destination in Pati Regency. Thus it can be explained that the better and more diverse accessibility available at the Kertomulyo Beach mangrove tourist attraction is a guarantee of tourist satisfaction.

H2: Accessibility has a positive effect on Tourist Satisfaction.

### *The Effect of Facilities on Tourist Satisfaction*

Facilities are everything that is deliberately provided by a service provider for use and enjoyment by consumers with the aim of providing maximum satisfaction. The better the facilities provided, the higher the level of tourist satisfaction (Suyatno and Hastuti, 2022). According to Yoeti, tourist facilities are all forms that allow tourists to stay temporarily at the tourist sites they visit, enjoy with pleasure and participate in the activities offered at these tourist sites (Miarsih and Anwari, 2018). (Ester et al., 2020) also stated that the various facilities provided by tourist attractions will certainly make it easier for tourists to create pleasure and comfort for tourists. Therefore, tourist destinations must be able to provide tourist facilities that suit the needs of tourists in order to provide their satisfaction during their visit.

The availability of various facilities at the Kertomulyo Beach Mangrove tourist attraction is a must in order to provide various services and see the ecosystem contained in the Kertomulyo Beach Mangrove object. Kiosks are businesses that provide food and drink that can be enjoyed by tourists. Tourists who come besides enjoying the culinary in the kiosk, there is a gazebo or family hall with open space as an alternative place to gather and do leisure activities together, can also increase knowledge about the history of Kertomulyo Beach Mangrove. In addition, the Kertomulyo Beach Mangrove object utilizes mangrove fruit into mangrove syrup and mangrove coffee. Thus it can be explained that the better and more diverse the tourist attractions available at the Kertomulyo Beach mangrove tourist attraction, the higher the tourist satisfaction will be to visit again.

H3: Facilities have a positive effect on Tourist Satisfaction.

### *The Effect of Environment on Tourist Satisfaction*

In Coban's research, the natural environment is divided into two parts, namely the unpolluted environment and weather and climate. WTO states that tourist satisfaction with environmental aspects is influenced by a clean, safe environment and water quality. The environment can be interpreted as the condition of the tourist environment which includes climatic conditions and environmental conditions such as air conditions, cleanliness, climate conditions, noise, security and personal safety. The attractiveness of a tourist destination is highly dependent on the natural resources and climatic conditions of its geographical location. Environmental elements known to tourists can leave a good or bad impression on tourists (Ginting, 2022).

The Kertomulyo Beach Mangrove tourist attraction area has its own characteristics and uniqueness that can attract tourists to visit. Kertomulyo Beach Mangrove tourist area has natural conditions with muddy soil and different types of habitats such as the presence of fiddle crabs, there are mosquitoes during the rainy season. In addition, the Kertomulyo Beach Mangrove tourist attraction area prioritizes the cleanliness and comfort of visitors by providing trash bins to dispose of garbage in its place. Therefore, the behavior of tourists visiting this tourist spot is expected to maintain natural tourist areas related to the cleanliness of the surrounding environment. Visitors to tourist attractions are also expected to participate in terms of maintaining its sustainability by

disposing of garbage in its place (Medida & Purnomo, 2021). Thus it can be explained that the environment in the Kertomulyo Beach mangrove tourist attraction can increase tourist satisfaction.

H4: Environment has a positive effect on Tourist Satisfaction.

## RESEARCH METHOD

In this study, primary data collection was taken using structured interviews with the help of questionnaires measured from the Likert scale answer method. The population level determined in this study consists of all tourists who have visited the Kertomulyo Beach Mangrove tourist attraction in Pati Regency. The sampling technique used a purposive sampling method to obtain respondents' answers regarding the independent variable (X) on the dependent variable (Y). The number of samples selected in this study was 339 tourists.

The analytical methods used in this study are validity, reliability, and multiple linear regression tests processed with the help of IBM SPSS software version 22. The data are data on respondents' perceptions of tourist attractions, accessibility, facilities, environment, and tourist satisfaction at the Kertomulyo Beach Mangrove tourist attraction in Pati Regency.

## RESULT AND DISCUSSION

The results respondent based on age show that 54% of respondents are female and 46% are male, then respondent based on tenure there are five age groups: 32.7% for 15-20 years old, 52.5% for 21-25 years old, 10% for 26-30 years old, 2.4% for the two age groups 31-35 years old and >35 years old. Respondent based on the job description, the occupation of the respondents: 11.8% for students; 50.1% for college students; 3.5% for civil servants; 7.7% for private employees; 4.7% for entrepreneurs; 22.1% for other occupations. Then respondents' based tourist attraction information: 9.1% from Facebook; 25.1% from Instagram; 3.5% from Google; 54% from word of mouth; and 8.3% from other information. Respondent-based costs spent: 49.6% had <50,000 for the cost spent; 23.9% for 50,000 - 100,000; 12.4% for 100,000 - 200,000; 14.2% for <200,000 costs spent. The respondents' based monthly income: 38.1% have <1,000,000 for monthly income; 50.4% for 1,000,000 - 3,000,000; 8.3% for 3,000,000 - 5,000,000; 3.2% for >5,000,000 monthly income.

The validity test is carried out to determine whether the measuring instrument that has been prepared can be used to measure what is to be measured precisely. To find out whether a statement in the questionnaire is valid or not, it can be seen in the IBM SPSS 22 output in the *Pearson Correlation* table. Thus the problem of the validity of the instrument (questionnaire) will show whether the instrument (questionnaire) can measure the object being measured. If the instrument can measure what is being measured, it is called valid and vice versa, if it is not able to measure what is being measured, it is declared invalid. The significance level used is 5%. The following are the results of the validity test for each variable:

**Table 9**  
Tourist Attraction Variable Validity Test

Statement	r count	Rtable	Description
1	0,729	0,1065	Valid
2	0,645	0,1065	Valid
3	0,753	0,1065	Valid
4	0,643	0,1065	Valid

Source: Primary Data Analysis, 2023

**Table 10**  
Accessibility Variable Validity Test

Statement	r count	Rtable	Description
1	0,613	0,1065	Valid
2	0,515	0,1065	Valid
3	0,715	0,1065	Valid
4	0,713	0,1065	Valid

5	0,720	0,1065	Valid
---	-------	--------	-------

Source: Primary Data Analysis, 2023

**Table 11**

Facility Variable Validity Test

Statement	r count	Rtable	Description
1	0,698	0,1065	Valid
2	0,692	0,1065	Valid
3	0,658	0,1065	Valid
4	0,710	0,1065	Valid

Source: Primary Data Analysis, 2023

**Table 12**

Environmental Variable Validity Test

Statement	r count	Rtable	Description
1	0,638	0,1065	Valid
2	0,311	0,1065	Valid
3	0,693	0,1065	Valid
4	0,678	0,1065	Valid
5	0,700	0,1065	Valid

Source: Primary Data Analysis, 2023

**Table 13**

Validity Test of Tourist Satisfaction Variables

Statement	r count	Rtable	Description
1	0,710	0,1065	Valid
2	0,736	0,1065	Valid
3	0,816	0,1065	Valid
4	0,792	0,1065	Valid
5	0,686	0,1065	Valid

Source: Primary Data Analysis, 2023

Based on the table above, it can be seen that the statements given by respondents in the questionnaire list have a value  $> 0.05$ . The results of the above calculations indicate that all variables in this study are valid.

The reliability test is used to measure the questionnaire which is an indicator of the variable. To measure reliability using a statistical test is Cronbach Alpha ( $\alpha$ ). A variable is said to be reliable if it has a Cronbach Alpha of more than  $> 0.60$ . the reliability test in this study uses the help of SPSS 22 software which is based on the Cronbach Alpha value as follows:

**Table 14**

Variable Reliability

Variables	Cronbach's Alpha	Description
Tourist Attractions	0,851	Reliable
Accessibility	0,845	Reliable
Facilities	0,850	Reliable
Environment	0,807	Reliable
Tourist Satisfaction	0,897	Reliable

Source: Primary Data Analysis, 2023

Based on these results, the statement is declared reliable if the Cronbach Alpha value is  $> 0.60$ . The results of the above calculations indicate that all variables in this study are reliable.

This regression analysis is an analysis that researchers use to measure how much influence the independent variable has on the dependent variable. In this study the variables used are Tourist Attractions, Accessibility, Facilities, Environment to Tourist Satisfaction. The resulting analysis results are:

**Table 15**  
 Result of Regression Analysis

Model	Coefficient	T	Sig.	Description
(Constant)	0,167	1,088	0,277	
Tourist Attractions	0,256	4,870	0,000	Significant
Accessibility	0,119	1,898	0,059	Significant
Facilities	0,266	4,526	0,000	Significant
Environment	0,569	9,174	0,000	Significant
F	188,398			
Sig.	0,000			
R square	0,693			

*Source: Primary Data Analysis, 2023*

The results of the analysis that can be explained by this study are that tourist attraction has a positive and significant effect on tourist satisfaction at the Kertomulyo Beach Mangrove tourist attraction in Pati Regency. To prove these results can be seen in the t value of 4,870 or sig. 0.000 which states significant and the coefficient value of 0.256 which states a positive direction. This is in line with research (Ester et al., 2020) and (Hariyani et al., 2020) which state that tourist attraction has a positive and significant effect on tourist satisfaction. Then strengthened by research (Lestari A. A., 2020) that tourist attractions have a positive and significant effect on tourist satisfaction.

The results of the analysis that can be explained by this research are that accessibility has a positive and significant effect on tourist satisfaction at the Kertomulyo Beach Mangrove tourist attraction in Pati Regency. To prove these results can be seen in the t value of 1.898 or sig. 0.059 which states that it is significant and the coefficient value is 0.119 which states a positive direction. This is in line with the research of Deviana and Sevi Mita (2019) which states that accessibility has a positive and significant effect on tourist satisfaction. Then strengthened by research (Lestari A. A., 2020) that accessibility has a positive and significant effect on tourist satisfaction.

The results of the analysis that can be explained by this study are that facilities have a positive and significant effect on tourist satisfaction at the Kertomulyo Beach Mangrove tourist attraction in Pati Regency. To prove these results can be seen in the calculated t value of 4.526 or sig. 0.000 which states significant and the coefficient value of 0.266 which states a positive direction. This is in line with the research of Suyatno, Rekawati, and Maria Sri Widyanti Hastuti (2022) which states that facilities have a positive and significant effect on tourist satisfaction. Then strengthened by research (Handayani et al., 2019) that facilities have a positive and significant effect on tourist satisfaction.

The results of the analysis that can be explained by this study are that the environment has a positive and significant effect on tourist satisfaction at the Kertomulyo Beach Mangrove tourist attraction in Pati Regency. To prove these results can be seen in the calculated t value of 9.174 or sig. 0.000 which states significant and the coefficient value of 0.569 which states a positive direction. This is in line with research (Ginting, 2022) which states that the environment has a positive and significant effect on tourist satisfaction. Then strengthened by research (Suci et al., 2021) that the environment has a positive and significant effect on tourist satisfaction.

## CONCLUSION

Based on the results of the assessment statistical test, the variables of tourist attraction, accessibility, facilities, and environment have a positive and significant effect on tourist satisfaction at the Kertomulyo Beach mangrove tourist attraction in Pati Regency so that the hypothesis can be stated as accepted. This research was done as well as possible. However, there are still shortcomings (limitations). The limitations are that the variables used in this study are still very limited. So there is still the possibility of other variables that affect tourist satisfaction at the Kertomulyo Beach Mangrove tourist attraction in Pati Regency.

The managerial implications of this research are as follows: It is recommended that POKDARWIS Kertomulyo Beach Pati Regency is expected to further maintain the overall quality of the Kertomulyo Beach mangrove tourist attraction. It can be seen from the questionnaire filled out by tourists or visitors to Kertomulyo Beach, the data obtained that tourists have their own attraction to the Kertomulyo Beach Mangrove tourist attraction. So that thus, the quality and benefits obtained by tourists will be able to increase tourist satisfaction at the Kertomulyo Beach Mangrove tourist attraction in Pati Regency.

Some suggestions for future researchers are as follows: It is hoped that further research can examine more deeply the influence of tourist attractions, accessibility, facilities, and the environment as well as other factors that are not yet in the study to obtain a more complete picture. So it is hoped that the results of future research will be more perfect than this research.

## REFERENCES

- Abdulhaji, S., & Yusuf, I. S. H. (2016). Pengaruh atraksi, aksesibilitas, dan fasilitas terhadap citra objek wisata Danau Tolire Besar di Kota Ternate. *Humano: Jurnal Penelitian*, 7(2), 134-148.
- Deviana, Sevi Mita. (2019). Pengaruh Aksesibilitas, Tarif, dan Fasilitas Terhadap Kepuasan Wisatawan Yang berkunjung Ke Pantai Nglambor Gunung Kidul Yogyakarta (Universitas Sanata Dharma Yogyakarta). *Skripsi*. Universitas Sanata Dharma. Yogyakarta, 170.
- Ester, A., Syarifah, H., & ZA Zainurossalamia Saida. (2020). Pengaruh daya tarik wisata citra destinasi dan sarana wisata terhadap kepuasan wisatawan citra niaga sebagai pusat cerminan budaya khas kota samarinda. *Jurnal Manajemen*, 12(1), 145–153. <http://journal.feb.unmul.ac.id/index.php/JURNALMANAJEMEN>
- Ginting, N. (2022). *Analisa Teori Kepuasan Wisatawan terhadap Objek Wisata TALENTA Conference Series Analisa Teori Kepuasan Wisatawan terhadap Objek Wisata*. 5(1). <https://doi.org/10.32734/ee.v5i1.1529>
- Handayani, S., Wahyudin, H., & Khairiyansyah, K. (2019). Fasilitas, Aksesibilitas, Dan Daya Tarik Wisata Terhadap Kepuasan Wisatawan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 20(2), 123-133.
- Hariani, Y.S., Suryawardani, I. G. A. O., & Surya Diarta, I. K. (2020). Kepuasan Wisatawan Terhadap Elemen Daya Tarik Wisata Pantai Kuta Lombok. *Jurnal Master Pariwisata (JUMPA)*, 6, 557.
- Isa, M., & Istikomah, R. (2020). Analisis Perilaku Konsumen Dalam Keputusan Pembelian Makanan di Kota Surakarta, *Jurnal Manajemen DayaSaing*, 21(2), 98–110.
- Lestari, A. A. (2020). Pengaruh Daya Tarik Wisata, Aksesibilitas, Dan Kepuasan Wisatawan Terhadap Minat Berkunjung Kembali (Study kasus pada Objek Wisata Budaya Taman Tujuh desa Hiang Sakti). *Jurnal Administrasi Kantor*, 10(2), 153-166.
- Mangifera, L: Isa, M: Wadji, MF. Faktor-Faktor yang Mempengaruhi Konsumen Dalam Pemilihan Kuliner di Kawasan Wisata Alam Kemuning. *Jurnal Manajemen DayaSaing*, 2018, 20 (1)
- Miarsih, G. Surya dan Anwari. (2018). *Analisis Faktor Yang Mempengaruhi Minat Berkunjung Wisatawan ke Objek Wisata Religi Masjid Gedhe Kauman Yogyakarta*. *Jurnal of Tourism and Economic*, 1 (2), 117-123.
- Medida, V.A., & Purnomo, A. (2021). *Willingness To Pay Pengunjung Wisatawan Andeman Boonpring Dalam Upaya Pelestarian Lingkungan*. *Geodika: Jurnal Kajian Ilmu dan Pendidikan Geografi*, 5(2), 226-235.
- Novitaningtyas, I., Giovanni, A., & Lionora, C. A (2022). Faktor-Faktor Yang Mempengaruhi Minat Berkunjung Wisatawab Di kawasan Balkondes Borobudur. *Jurnal Pariwisata*, 9(1), 28-36. <https://doi.org/10.31294/par.v9i1.12048>
- Nugroho, S.P., Setyawan, AA, Isa, M., Susila,I., Praswati, AN., Mangifera,L. 2018. Strategi Pengembangan MICE sebagai Upaya Peningkatan Sektor Pariwisata Kota Surakarta, Prosiding: ISSN: 2621 – 1572 The National Conferences Management and Business (NCMAB), Universitas Muhammadiyah Surakarta, 2018 “Pemberdayaan dan Penguatan Daya Saing Bisnis Dalam Era Digital”, halaman 176-189

- Rokhayah, Eka G. Anriana, Ana N. (2021). Pengaruh daya Tarik Wisata, Fasilitas, dan Aksesibilitas Terhadap Keputusan Berkunjung Wisatawan di Pnatai Istana Amal Kabupaten Panajan Paser Utara. *Jurnal Kajian dan Terapan Pariwisata*, 2 (1). <https://doi.org/1053356/diparojs.v2il.43>
- Saputra, R. H., & Suryoko, S. (2018). *Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Berkunjung Ke Ekowisata Mangrove Pasarbanggi Kabupaten Rembang*. *Diponegoro Journal of Social and Politic*, hlm. 1–7. <https://ejournal-s1.undip.ac.id/index.php>
- Suci , C. W., Yustita, A. D., & Putra, A. P. (2021). Pengaruh Penerapan Konsep Pariwisata Berkelanjutan Terhadap Kepuasan Wisatawan Di Taman Gandrung Terakota Banyuwangi. *Sadar Wisata: Jurnal Pariwisata*. 4(2), 43-50.
- Suyatno, R., & Hasturi, M. A. S. W. (2022). Pengaruh Fasilitas Dan Kualitas Pelayanan Terhadap Kepuasan Pengunjung (Studi pada Wisata Jurang Senggani (Buper) Kecamatan Sendang kabupaten Tulungagung). *Jurnal edueco*, 5(2), 133–142.
- Sugiyono. (2018). *Metode Penelitian Kualitatif*. Bandung: Alfabeta. Edisi Ke-3.