

Satisfaction Study of Padang Air Manis Beach Visitors Using Importance Performance Analysis

Yenida^{1*}, Zaitul Ikhlas Saad² and Alhapen R. Chandra¹

¹Business Administration Department, Politeknik Negeri Padang, Indonesia

²STISIP Padang, Indonesia

Abstract

Air Manis Beach is one of famous tourism destination in Padang city and visited by many domestic and foreign tourists. The Padang city government along with the local community always make efforts to increase the satisfaction of visitors of the beach. This study aims to determine satisfaction of visitors of the beach. Most of variables have satisfied consumers, however, there are some that do not have satisfactory performance, such as: cleanliness, houses of worship, speed of response of officers, security teams, parking attendants, officers' abilities and skills, security, hospitality, and service and courtesy. Therefore, stakeholders must pay attention to these variables in order to fulfill satisfaction of consumers who visit the beach.

Keywords: Satisfaction; Expectations; Performance

Introduction

West Sumatra is one of province in Indonesia that has beautiful natural charm like mountains, canyons, and lakes that attract domestic and foreign tourists. This area also has a beautiful beach with a stretch of white sand overgrown with coconut and pine trees, waves that are interesting for surfing, charming bays with coral reefs, and so on. Apart from the charm of the coast, West Sumatra also has tourism potential in the form of unique local wisdom. In terms of culinary, for example, Pesisir Selatan Regency is famous for Randang Lokan, Kota Padang with Sate Padang and Randang, Kota Pariaman with Nasi Sek and Kabupaten Padang Pariaman with Cendol Ramas.

Padang City, which is the capital of West Sumatra province, has several marine tourism objects. Air Manis Beach is one of the beaches in the city of Padang which is famous for its legend Malin Kundang. This beach is visited by many domestic and foreign tourists. The Padang city government along with local communities always make efforts to increase visitor satisfaction while visit the beach, such as improving beach facilities and cleanliness.

This study wanted to see the satisfaction of visitors to Air Manis beach attractions in the city of Padang.

Literature Review

WTO promotes tourism as activities of persons traveling to and staying in places outside their usual environment for not more than one year for leisure, business and other purposes [1]. Spillane [2] stated that tourism is a travel activity from one place to another that is temporary which is beneficial for the traveler in seeking balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions. This travel activity, according to McIntosh [3] is motivated by: 1) physical motivation, which aims to restore physical state by resting and relaxing or doing sports activities, 2) cultural motivation, to see and witness the culture of a nation, 3) personal motivation, where travel aims to visit family or friends, and 4) status motivation, where travel can improve one's status or prestige. Spillane [2] revealed the need for the presence of five important elements of a tourism industry, namely: attractions, facilities, infrastructure, transportation, and hospitality.

Tourism potential is everything that is found in tourist destinations. It is an attraction for people to visit the place [4]. Coastal beaches have

several potentials such as beaches, waves, seas, and views of the area, both natural and beautiful as well as those built by humans. Purba stated that there are several factors that need to be considered in determining the development of tourism which are: 1) the availability of tourist objects and attractions such as natural beauty, culture, community living procedures, customs, traditional festivals and state ceremonies, 2) accessibility facilities in the form of transportation facilities and infrastructure and with all facilities, allowing tourists to visit a particular tourist destination, 3) the availability of amenities, which is tourism facilities that can provide services to tourists during the tour.

Local wisdom can be understood as a human effort by using his mind (cognition) to act and behave towards something, object, or event that occurs in a particular space where wisdom is understood as a person's ability to use his mind in acting or acting as a result of an assessment of something, objects, or events that occur [5]. Substantially, local wisdom is the prevailing values that are believed to be true and become a reference in the daily behavior of a community. In local wisdom there is an element of intelligence, creativity and local knowledge from the elite and its people who determine the development of civilization [5]. Hollinshead [6] found that there was a tendency for travelers to explore cultural, historical, archeological and interaction with local people.

Facilities in an object serve as a complement to meet the various needs of tourists. Burkart and Medlik [7] stated that facilities are not a major factor can stimulate tourist arrivals to a tourist destination, but unavailability of facilities can prevent tourists from enjoying tourist attractions. Lawson and Bovy [8] stated that facilities are man-made attractions that are different from the more attractive tourist attractions in the form of resources. Basically, facilities are all that can

***Corresponding author:** Yenida, Business Administration Department, Politeknik Negeri Padang, Indonesia, Tel: 0751-72590; E-mail: yenida@pnp.ac.id

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provide convenience to tourists while traveling in the city or country visited by tourists [4].

Kotler and Keller [9] stated that customer satisfaction is the level of one's feelings after comparing the performance that a person feels compared to his expectations. Customers will be satisfied if the results of their evaluation show that the products they use are of high quality. Customers will feel satisfied if they get good service or what is expected. Service Quality concepts can be used to find out the level of satisfaction of visitors by looking at the difference between expectations and reality they received from a visit at a tourist attraction [10].

Method

This research was conducted at Air Manis beach in the city of Padang. Sampling method is convenience sampling. Determination of sampling is conducted according to the provisions required in the Central limit Theorem provisions in Cooper and Schinder [11], where to determine the number of samples, the sampling distribution will be normal if the number of samples is enough. The number of samples used was 125 samples. Data collection was conducted by distributing questionnaires to visitors who came to the Air Manis Beach Padang. The questionnaire consists of questions related to potential, local wisdom and facilities available on the tourism object of Air Manis Beach.

In determining visitor satisfaction, the SERVQUAL concept is adopted which consider to the difference between the satisfaction and variable importance of the service that visitor get. Visitor satisfaction was elaborated in 5 dimensions, namely Tangibles, Reliability, Responsiveness, Assurance, and Emphaty [10]. To determine customer satisfaction, this study uses important performance matrix.

Results and Discussion

To determine visitors' satisfaction, data from questionnaires was

converted to the Importance Performance Analysis matrix. This matrix analyzes the importance and variable performance in giving satisfaction to visitors. The results of the analysis are shown in the following Figure 1.

From the matrix, the variables in quadrant A have a high level of importance but has not satisfactory performance. Therefore, the performance of these variables must be improved in order to satisfy consumers. These variables include:

- Good tourist attraction, clean and adequate
- There is a clean and comfortable place of worship
- The tourist object officers are quick to respond to the difficulties faced by visitors
- quick to respond of security team
- quick to respond of parking attendants
- Tourist object officers have the ability and adequate knowledge in serving visitors
- Visitors feel safe during their visit with security posts
- The tourist officers answer kindly and politely every question the visitor asks
- Tourist security officers listen and respond to complaints from visitors
- Health workers at tourist sites serve with attentive health complaints from visitors
- The surrounding community is friendly and polite answering questions from visitors

Variables in quadrant B have a high level of importance and have

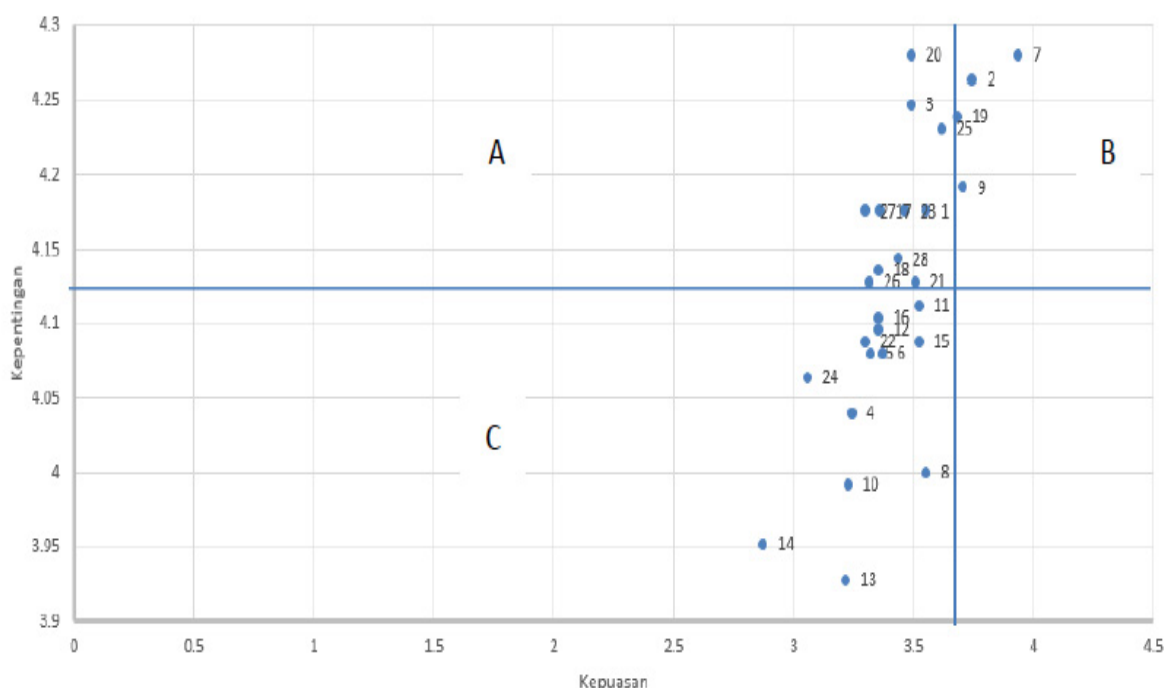


Figure 1: Importance Performance Analysis Matrix.

satisfactory performance. Therefore, the performance of these variables must be maintained. These variables include:

Availability of adequate and safe parking spaces

- The beauty of the beach Attractions
- The desire to spend more time on attractions
- Purchase visitor tickets

Variables in C quadrant are those with a low level of importance and not satisfactory. Therefore, these variables have a low priority. These variables include:

- There are lots of bins so the beach is clean
- The toilet and room are clean
- Dining places are arranged neatly and regularly
- Attractions in tourist destinations are not boring
- There are delicious special foods
- Waiters and coast guards are friendly and polite in serving visitors
- Tourist officials are friendly and polite
- The uniqueness of the service of the restaurant servants
- Availability of health services
- Tourist officers are quick to respond to visitors
- Tourist officials provide complete and clear information about what visitors are asking
- People have knowledge about tourism awareness
- There is a health clinic with a health team

Managerial Implication

Visitor satisfaction is very important for the existence of a business. According to respondents, there were several variables that did not satisfy them, namely: cleanliness, houses of worship, speed of response from officers, security teams, parking attendants, officers' abilities and skills, security, hospitality, service and politeness.

Conclusion

The attractions of Padang Air Manis Beach must immediately improve the performance of these variables in order to fulfill satisfaction of the visitor. It is a way to make the visitor come and re visit Tourism Object of Air Manis Beach, Padang.

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