



Level of Satisfaction at Malino Tourist Attractions

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ABSTRACT

This research aims to obtain answers to problems regarding the level of satisfaction with the Malino tourist attraction. The population for this research is all visitors to Malino. The sample used was 50 visitors. The type of research used is descriptive research and the research instruments used are questionnaires and documentation. Research data processing uses descriptive statistics while the data analysis technique used is percentages. 31 visitors answered strongly agree (62%), visitors who answered agree were 16 people (32%), visitors who answered disagree were 3 people (6%) and visitors who answered strongly disagree were 0 people (0%). The classification of visitors' answers who have a high level of satisfaction with tourist attractions in Malino is 47 people with a percentage of 94% (a combination of answers strongly agree and agree). The classification of visitors' answers who have a low level of satisfaction with tourist attractions in Malino is 3 people with a percentage of 6% (combined answers of disagree and strongly disagree). So, through data processing, the results obtained were that the level of satisfaction with the Malino tourist attraction was 94%, which was relatively high.

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INTRODUCTION

Indonesia is the largest archipelagic country in the world, stretching across the equator for 3,200 miles (5,120 km²) and consisting of 13,667 large and small islands. The name Indonesia comes from Greek, namely Indo which means Indoa, and Nesia which means islands. Indonesia also has 1/5 of the largest population in the world with residents originating from the Malay and Polynesian races and consisting of 300 tribes and their branches, each tribe has its traditions. According to Nana Suprianta, Indonesia is an archipelagic country where one island is separated from another by several natural boundaries, such as straits, rivers, and mountains. These natural boundaries will directly group various communities with unique cultural patterns, Botenbinojo (2011).

Tourism is the activity of traveling to get pleasure, seek satisfaction, know something, improve health, enjoy sports, or take a break from all routine activities. Tourism is also the activity of people who travel and stay somewhere outside their daily environment for no more than a year to relax (Leisure). According to (Wisnu Setiawan, 2009) in Law of the Republic of Indonesia Number 10. 2009 concerning Tourism, it is all activities related to tourism and is



multidimensional and multidisciplinary which arises as a manifestation of the needs of each person and country as well as interactions between tourists and the local community and fellow tourists. , government, local government, and entrepreneurs. It was further explained that tourism is a tourist activity that is supported by various facilities and services provided by the community, entrepreneurs, government, and local governments. Meanwhile, (H. Kohdyat, 1983) in his book he explains that the definition of tourism is travel for enjoyment or enjoyment. Tourism activities in an area can make the area an economic center. The economic center that is formed is then called the growth pole. According to Tarigan, a growth pole is functionally defined as a location for the concentration of business groups or industrial branches which, due to the nature of their relationship, have elements of dynamism so that they can stimulate economic life both within and outside the region. This growth center can have both positive and negative influences on the surrounding area. The positive influence on the development of the surrounding area is called the spread effect, for example, the opening of market land and residents being able to market the raw materials for their production. The negative influence is called the backwash effect, for example, regional inequality, increased crime, and environmental damage.

Physical education is essentially an educational process that utilizes physical activity to produce holistic changes in individual quality, both physically, mentally, and emotionally. Physical education treats children as a unified whole, a total being, rather than just considering them as someone with separate physical and mental qualities. Physical education is a very broad field of study. The point of concern is the increase in human movement. More specifically, physical education is concerned with the relationship between human movement and other areas of education: the relationship between the development of the physical body and the mind and soul. Its focus on the influence of physical development on the growth and development of other aspects of humans is what makes it unique. No other single field like physical education is concerned with total human development.

Recreation is a field related to physical education and sports. In general, it is said that recreation is an activity in free time. However, it is precisely about making good use of free time, namely fulfilling the goals that education wants to achieve. Each individual chooses their activities so that they can fulfill their constructive desires. Recreation is an activity that is healthy mentally, socially, and physically, as a complement to daily work activities and is therefore needed by every individual. Recreation in this sense is "recreating" someone, namely revitalizing the body and mind by getting rid of life's tensions. The word recreation comes from the Latin, re-creare, which means "to recreate". In general, the definition of recreation is activities carried out to rejuvenate a person's spiritual and physical health. Recreation is an activity that a person does apart from work. Common activities for recreation are tourism, sports, games, and hobbies. In this sense of recreation, activities are chosen by someone as a function of renewing their physical and mental condition, so recreation does not mean just wasting time or killing time.

South Sulawesi is known as a province that has many recreational facilities, and as a tourist destination that has cultural diversity, natural tourism, and various other attractions that are worth visiting. One of the areas of South Sulawesi, namely Gowa district, has several interesting tourist and recreational spots. These places can be used as a way to relieve fatigue and boredom, thereby providing an interesting atmosphere. Gowa Regency is one of the districts in South Sulawesi Province, Indonesia. The capital of this district is located in Sungguminasa. Adi (2013) Gowa Regency has an area of 1,883.32 km² and a population of approximately 652,941 people. In Gowa Regency several recreational facilities are the people's choice. One of the recreational facilities that has recently become a favorite and is often visited by many people is the Malino tourist attraction. Malino is a tea plantation in Gowa Regency, which has various attractions in it and is one of the tourist attractions that visitors

like. This ride is always busy, starting from Monday – Saturday there are approximately 100 visitors every day. And on Sundays, it reaches approximately 200 visitors. The entrance ticket to this tourist spot is only Rp. 50,000 thousand for adults and Rp. 25,000 for children every day. With this ticket, visitors can enjoy the charm of the tea gardens and green rides with cool and fresh air inside. Malino, which is at an altitude of 1,200 meters above sea level, has a garden area of 200 hectares, and spreads out green and fertile tea plantations, making it a favorite place for visitors who like photography or those who like to enjoy the natural beauty at a height.

METHODS

The research method used in the research is a descriptive survey method. The population in this study were visitors to the Malino tourist attraction. The samples that will be taken in this research are 50 representatives of visitors to the Malino tourist attraction. Sampling in this research used a random sampling system. Data collection methods are techniques or methods used to collect data. A method designates a method so that its use can be demonstrated through questionnaires, interviews, observations, tests, documentation, and so on. Data analysis is a very important part of research because with data analysis, the validity of the hypothesis can be tested and then a conclusion can be drawn. The data analysis technique in this research uses descriptive data analysis techniques. Meanwhile, calculations in the questionnaire use descriptive percentage analysis. In general, data analysis work includes 3 steps, namely preparation, tabulation, and application of data by the research approach (Suharsimi, 2006)

RESULTS AND DISCUSSION

Results

Table 1.
Number of respondents by gender

Gender	Number of Respondents	Percentage
Man	23	47%
Woman	27	53%
Total	50	100%

Table 2.
Descriptive data test results: Visitor Satisfaction Level

Variable	N	Minimum	Maximum	Sum	Mean	Std. Deviasi
Satisfaction Level	50	60	89	3882	77.64	7.326

Table 3.
Normality test results

Variabel	N	Absolute	Positive	Negative	K-SZ	As. Sig	Information
Satisfaction Level	50	0.160	0.087	- 0.160	1.129	0.157	Normal

Table 4.
Questionnaire Score Interpretation Criteria (Likert)

Score	Criteria
76% – 100%	Very high
51% – 75%	High
26% – 50 %	Low
0% – 25%	Very low

Table 5.
 Distribution of Satisfaction Levels on Tourism in Malino

No.	Classification	Frequency	Percentage
1	Strongly Agree	31	62%
2	Agree	16	32%
3	Don't Agree	3	6%
4	Strongly Disagree	0	0%
Total		50	100%

Discussion

A tourist attraction is a place or natural condition that has tourist resources that are built and developed so that it has an attraction and is cultivated as a place visited by tourists. South Sulawesi is known as a province that has many recreational facilities, and as a tourist destination that has cultural diversity, natural tourism, and various other tourist attractions that are worth visiting. One of the areas of South Sulawesi, namely Gowa district, has several interesting tourist and recreational spots. These places can be used as a way to relieve fatigue and boredom, thereby providing an interesting atmosphere. Gowa Regency is one of the districts in South Sulawesi Province, Indonesia. The capital of this district is located in Sungguminasa. Adi (2013) Gowa Regency has an area of 1,883.32 km² and a population of approximately 652,941 people. In Gowa Regency several recreational facilities are the people's choice. One of the recreational facilities that has recently become a favorite and is often visited by many people is the Malino tourist attraction.

The results obtained from the variable level of satisfaction with the Malino tourist attraction were 94% and included in the very high criteria. Consumer perceptions of product or service performance in meeting consumer expectations determine consumer satisfaction.

Satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception or impression of the performance of a product and their expectations. Satisfaction is a function of performance and expectations. If performance is below expectations, it means the customer is dissatisfied, if performance meets expectations, it means the customer is very satisfied and happy. Tourism potential is a variety of resources that a place has and can be developed into a tourist attraction that can be used for economic purposes while still paying attention to other aspects.

The offer of natural recreation is closely related to increasing the productivity of forest resources in the context of regional and national economic development so that it is always faced with conditions of interaction between various interests involving aspects of forest areas, government, society, and the private sector in a system of spatial and regional planning.

Tourist facilities are supporting facilities that can create a sense of fun accompanied by convenience and fulfill the needs of tourists to enjoy the tourism products offered. Tourist facilities can be interpreted as facilities and infrastructure that must be provided by the manager for tourist needs. The needs of tourists are not only to enjoy the natural beauty or uniqueness of tourist attractions but also require tourist facilities and infrastructure such as accommodation (facilities for hygiene, health, security, communication, entertainment venues, hotels/inns, restaurants, and souvenir shops), transportation (alternative roads, asphalt, hot milk, and footpaths), vehicles (public transport, pedicabs, motorbike taxis, and bicycles) and others.

Service is a process of interaction between someone who tries to fulfill their needs and someone who wants their needs fulfilled. namely between customers, guests, clients, customers, patients, and officers, employees or employees. First, we must understand the definition of the word service itself. Service: An action taken to fulfill a customer's desire for a

product or service that they need. This action is taken to provide satisfaction to the customer to fulfill what they need.

Location theory is a science that investigates the spatial order of economic activities, or science that investigates the geographic allocation of potential resources, as well as their relationship with or influence on the existence of various other businesses/activities, both economic and social.

Locations in a space can be divided into two types of locations, namely:

1. Absolute location is a place or region whose location is related to astronomical location, namely using latitude and longitude, and can be known for certain using a map. The absolute location of an area cannot change or change according to changing times but is fixed because it is related to the shape of the earth.
2. Relative location is a place or region that is related to the characteristics of the place or region, the characteristics of the place in question can be further abstracted. Relative location provides an overview of the backwardness, development, and progress of the region concerned compared to other regions. Relative location can be viewed from the site and situation. Site is all the internal properties or characteristics of a particular area, while the situation is the relative location of the place or region in question which is related to the external characteristics of a region.

Accessibility comes from the English word accessibility, namely things that can be entered/things that are easy to reach/things that are easy to reach. Accessibility can also be interpreted as the ease or affordability of an object on the surface of the earth. Regarding location, one of the factors that determines whether a location is interesting to visit or not is the level of accessibility. Accessibility level is the level of ease of reaching a location in terms of other locations around it. The level of accessibility is influenced by distance, the condition of transportation infrastructure such as road conditions and road width, the availability of various connecting facilities including their frequency, and the level of safety and comfort for using these routes. If a place or area has good road conditions and can be passed by various types of vehicles, there are many means of transportation to get to that location at any time of the day or night, with a high level of security and comfort, there are no traffic jams and so on, then Accessibility to this location is quite good.

One form of comfort that tourists need is easy accessibility. Accessibility is a series of regulations that pay attention to geographical land use patterns with the implementation of a transparency network system as the link. Therefore, accessibility is said to be a measure of comfort, this is related to the ease and difficulty of someone reaching the location they want to go from the transportation system implemented.

Embodiment has 4 meanings. Embodiment comes from the basic word form. Embodiment is a homonym because the meanings have the same spelling and pronunciation but different meanings. The embodiment has meaning in the class of nouns or nouns so that embodiment can state the name of a person, place, or all objects and everything that is materialized.

Costs are economic expenses required to calculate the production process. This fee is based on the prevailing market price and whether or not this process has occurred. According to economics, costs are divided into two, namely explicit costs and implicit costs. Explicit costs are physically visible costs, such as money. Meanwhile, implicit costs are costs that are not directly visible, for example, depreciation of capital goods.

Responsiveness is a person's idea about something which can be positive or negative. which functions to add and subtract parts of something so that it can be better in the future. Responsibility by definition is human awareness of behavior or actions, whether intentional or unintentional. Responsibility also means acting as an embodiment of awareness of obligations. Responsibility is natural, which means that responsibility has become a part of

human life that every human being and certainly each person will bear their responsibility. If someone does not want to take responsibility, then of course other parties force them to take responsibility. In this way, responsibility can be seen from two sides, namely: from the side of the person doing the action, and from the side of the interests of other parties. Responsibility is a characteristic of civilized (cultured) humans. Humans feel responsible because they are aware of the good or bad consequences of their actions, and also realize that other parties require their devotion or sacrifice. To obtain or increase awareness of responsibility, efforts need to be made through education, counseling, example, and devotion to God Almighty.

Empathy is an ability with various definitions that covers a wide spectrum, ranging from other people creating a desire to help others, experiencing emotions that are similar to other people's emotions, knowing what others feel and think, and blurring the lines between self and others.

CONCLUSION

Based on the results of data analysis and discussion, the results of this research concluded that the level of satisfaction with the Malino tourist attraction was 94% and was included in the high category.

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