

## **Visitor Satisfaction at Merangin Garden Tour Merangin Regency, Jambi Province**

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### **ABSTRACT**

The purpose of this study was to find out how the facilities at the Merangin Garden Tourism Park are, to find out how the visitor satisfaction is at the Merangin Garden Tourism Park and to find out how much influence the facilities have on visitor satisfaction at the Merangin Garden Tourism Park. The method used is quantitative research methods. The type of data used is taken from several sources of primary data and secondary data. The population in this study amounted to 10,112 people, with a sample of 100 respondents. Results The correlation coefficient value of 0.648 means that the level of closeness of the relationship between facilities and visitor satisfaction is strong. For the R square value of 0.420, which means that the Facility variable affects the visitor satisfaction variable by 42% and the remaining 58% is explained by other variables that the author did not examine. The results of the t-count ( $8.427 > 1.660$ ) so that  $H_a$  is accepted and  $H_o$  is rejected. It can be concluded that the facilities have a positive and significant effect on visitor satisfaction. It is recommended that the owner or manager improve the facilities that are inadequate and no longer suitable for use, maintain and care for the cleanliness of the park, the existing complementary facilities should be managed properly, cared for and those that are no longer feasible use replaced with new

**Keywords:** Facilities, Visitor satisfaction, Merangin Garden

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### **1. INTRODUCTION**

Tourism is a travel activity to relieve fatigue during work. People who travel are not only workers, but travel is also carried out by all walks of life, ranging from small children, adults, the elderly and even the elderly. Tourism is an activity that is identical to vacation activities that can entertain tourists so that they can relieve fatigue for a moment from all kinds of activities or routines that are undertaken. In this regard, a tourist attraction must have advantages that can create pleasure for visitors who have visited the tourist attraction.

According to Yoeti in Sulistiyana, Hamid and Azizah (2015) said that compared to other economic sectors, tourism shows stable development and even has a tendency to increase every year. Tourism is basically an activity in the form of services for products produced by the tourism industry that is able to create a travel experience for tourists.

One example of a private stakeholder in Merangin Regency is Merangin Garden. Taman Merangin Garden is one of the flower gardens in Merangin, Taman Merangin Garden is located on Jalan Pematang Kandis, Bangko, Merangin, Jambi. Taman Merangin Garden is the largest claim in Sumatra with an area of 6 hectares.

Taman Wisata Merangin Garden in Pematang Kandis is one of the tourist destinations that is a tourist destination. The tours offered are not only one type of flower consisting of but various types of colorful flowers at least the Merangin Garden garden collects 25 types of plants consisting of chrysanthemum, kana, sunflower, purslane, hanjuang mera, chicken's comb, and a combination of tree freshness and brightness The color of the flowers makes the flower garden very beautiful so that it makes visitors feel at home. The beauty of the flower garden, which covers an area of approximately 6 hectares, has

its own special features for tourists, besides that the environment in Taman Merangin Garden is still natural and becomes a conservation forest, which is an activity that is synonymous with vacation activities. Therefore, a tourist attraction must have advantages that are able to create satisfaction for visitors after visiting the tourist attraction.

Facilities are one of the important things in the marketing of goods or services because they are directly related to the benefits obtained by tourists, most tourists are willing to travel very long distances just to get peace of mind (refreshing). The existence of facilities also affects the development and can support activities at a tourist attraction. Basically the facility is one of the factors that can affect visitor satisfaction. Meanwhile, according to Priansa (2017) Facilities are part of the company's attributes in the form of intermediaries to support the smooth operations of companies related to consumers. Attractive tourist facilities will attract tourists to visit, apart from that, the cleanliness and safety of these facilities are added values to attract consumers to visit. Tourists will be interested in visiting a tourist attraction by seeing what is offered or provided by the manager of the attraction.

The facilities provided by the Merangin Garden Tourism Object to support the comfort of the visitors are bathrooms, parking lots, and prayer rooms, mobile cars and umbrellas. Creating visitor satisfaction is one of the cores of achieving long-term profitability for the company. The creation of satisfaction in the hearts of visitors is very beneficial for the growth of loyalty to be able to revisit a tourist attraction and satisfied customers also tend to provide good references to others.

According to Fandy Tjiptono (2015: 18) customer satisfaction is the consumer's response to the evaluation of perceptions of the difference between initial expectations and the actual performance of the product as perceived after consuming or using the product. Visitors who are satisfied with a service tend to use the service again and convey their satisfaction to others. Indirectly, the consumer has promoted the service facility or company.

Researchers have conducted interviews with tourists who have visited Merangin Garden. Four out of five respondents who were interviewed said that the price given or set was too expensive, the facilities provided by visitors were a bit difficult, such as for example baths that had no water and parks that were not well maintained, as well as facilities that used to operate such as flying fox rides. now no longer operating on weekdays only on certain days for example; Eid al-Fitr and New Year's Day. Plus the Covid-19 which started getting worse at the beginning of 2020, as well as food sold quite far from tourist sites. Based on the description above, the author intends to conduct research on "The Effect of Facilities on Visitor Satisfaction in Merangin Garden tourism, Merangin Regency, Jambi Province"

## 2. LITERATUR REVIEW

Sulastiyono (2006) said that the facility is the provision of physical equipment for its activities, so that the needs of guests can be met. When tourist facilities can provide maximum satisfaction to visitors, it will be a good basis for them to make return visits in the future and their willingness to tell positive things to people in other words create loyalty. According to Arikunto (2008:72) adequate facilities, namely the completeness of facilities and the availability of facilities will increase consumer interest so that consumers will make decisions in using a product in the form of goods or services. Jansen-Verbeke (Burton, 1995:128) explains that tourist facilities in a location are divided into two parts, namely: primary facilities are tourist objects with a function as the main tourist attraction and supporting facilities are buildings outside the primary facilities used to meet the needs of tourists while they are there. tourist location.

Sumayang (2003:124) explains several things that need to be considered in the provision of facilities, in this study the indicators of the facilities used are:

- a. Completeness, cleanliness and tidiness of the facilities offered are the state of the facilities provided by the company which are equipped with accompanying attributes and supported by cleanliness and tidiness when consumers use these facilities.
- b. The conditions and functions of the facilities that will be offered are facilities that function properly and are not damaged
- c. Ease of using the facilities offered are facilities that are already familiar to consumers who can use them easily
- d. Completeness of the tools used by consumers in accordance with the specifications

Customer satisfaction is the consumer's response to the evaluation of the perception of the difference between initial expectations and the actual performance of the product as perceived after consuming or using the product (Fandy Tjiptono, 2015: 18). Meanwhile, according to Kotler in Sangadji and Sopiah (2013: 181) satisfaction is the extent to which a product level is perceived in accordance with buyer expectations. Customer satisfaction is defined as a situation where consumer expectations of a product are in accordance with the reality accepted by consumers. Visitors can experience one of the general levels of satisfaction, namely if performance is below expectations, consumers will feel disappointed but if performance is in line with expectations, customers will feel satisfied and if performance can exceed expectations, customers will

feel very satisfied, happy or happy. Customer satisfaction is the characteristics and differentiator of marketing management with the sales concept. A marketer actually needs to focus on efforts to provide maximum satisfaction to consumers in consuming the products or services they offer and not focus on increasing product sales volume. Drake as quoted by Hurryati (2015: 24) said that satisfied consumers will automatically make repeat purchases even with larger volumes. If consumers are satisfied, they will show the high probability of buying the same product or service again. Satisfied customers also tend to provide good references for the products or services they have used to others (Lupiyoadi, 2013: 231).

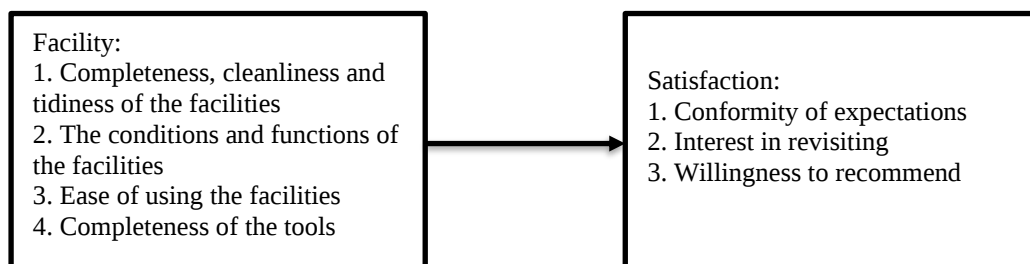
Hawkins and Lonney quoted in Tjiptono (2010:101) the formation of satisfaction consists of:

- a. Conformity of expectations, is the level of conformity between product performance expected by consumers and those felt by consumers, including: products obtained are in accordance with or exceeding what is expected, Service by employees obtained is in accordance with or exceeds what is expected, Supporting facilities obtained are in accordance with or more than expected.
- b. Interest in revisiting, is the willingness of consumers to revisit or re-purchase related products including, including: interest in revisiting because the services provided by employees are satisfactory, interested in revisiting because of the value and benefits obtained after consuming the product, interested in visiting Back because the supporting facilities provided are adequate.
- c. Willingness to recommend, is the willingness of consumers to recommend products that have been felt to friends or family, including: suggesting friends or relatives to buy the products offered because of the satisfactory service, Advise friends or relatives to buy the products offered because the supporting facilities provided are adequate Advise friends or relatives to buy the products offered because of the value or benefits obtained after consuming a product or service.

Research conducted by Fima Rosida (2018) wanted to find out how much influence the price and facilities had on tourist visits at Air Bangis Beach, Aten Regency, West Pasaman. Based on the final result, that the price variable has a significant effect on the decision to visit, with the results of the value  $t_{count} > t_{table}$  ( $4.551 > 1.984$ ) with a significance of 0.000 which means the significance for assessing the decision to visit is 5% ( $0.000 < 0.05$ ). And based on the facility variable has a significant effect on the decision to visit, with the results of the value  $t_{count} > t_{table}$  ( $3.014 > 1.984$ ) with a significance of 0.003 which means the significance for assessing the decision to visit is 5% ( $0.003 \leq 0.05$ ). This shows that the price and facilities simultaneously have a positive and significant influence on the decision to visit. This shows that prices and facilities have a positive and quite large influence on visiting decisions. The magnitude of the influence of the dependent variable (the decision to visit) is 31.1% while the remaining 68.9% is influenced by other variables outside the price and facilities variable.

The purpose of this research by Risky Werdani Rahmaddiy astuti (2020) is to determine the effect of facilities, prices and locations on the satisfaction of visiting tourists at the Pancer Trenggelek mangrove forest tourism object. The method used is a quantitative approach. Based on the results of this study indicate that there is a simultaneous influence between facilities, price and location on the satisfaction of visiting tourists in the Pancer Trenggelek mangrove forest tourism object. This is indicated by  $H_0$  being rejected and  $H_a$  accepted, because  $F_{count}$  is greater than  $F_{table}$ , namely  $57.178 > 2.70$  or significantly  $F$  0.000 is smaller than the value of  $\alpha = 0.05$ .

The theoretical framework used in this research can simply be seen in the following figure:



**Figure1. Theoretical Framework**

The hypothesis is a temporary answer to a problem that has been formulated previously or a temporary answer to a research question that has been put forward in the formulation of the problem (Nasehudin & Gozali, 2015:110). It is said to be temporary because it is only an answer based on theories, in the sense that it still needs to be tested empirically.

$H_a$  : There is an influence between facilities (X) on visitor satisfaction (Y) at the Merangin Garden wisata

$H_0$  : There is no influence between facilities (X) on visitor satisfaction (Y) at the Merangin Garden wisata

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### 3. RESEARCH METHOD

The research method used in this study is a quantitative research method. Quantitative research methods are systematic scientific research on parts, phenomena, and their relationships and use a lot of numbers, starting from the process of data collection, data analysis and data appearance (Siyoto & Sodik, 2015). The approach used is associative quantitative method analysis, namely research conducted with the aim of seeing the relationship between variables or the influence of one variable with other variables. Types of Research Data: Primary Data is data that is collected and processed by an organization or individual directly from the object (Sudayono, 2014:13). Secondary data is data obtained in finished form and has been processed by other parties, which are usually in the form of publications (Sudayono, 2014:13).

The population in this study were all visitors to the Merangin Garden Tourism Park. The visitors in question are all visitors who comply with the limitations that have been given by the researcher. The sampling technique used in this study was using the Slovin formula so that a sample of 100 respondents was obtained.

Data Collection Techniques: The primary data used in this research are: Observation, Interview, Questionnaire. The secondary data used in this research are: Documentation Study, Literature Study. Data Analysis Techniques, Technical Data analysis used in this study is a quantitative method, which is to measure the influence of facilities and service quality on student satisfaction, using: Validity Test, Reliability Test, Descriptive Analysis. Hypothesis Testing: Correlation Analysis, Multiple Linear Regression Analysis, Partial Test (t Test), and Coefficient of Determination Test ( $R^2$ ).

### 4. RESULTS AND ANALYSIS

The location of this research is at Taman Wisata Merangin Garden which is located at Jl. Pematang Kandis, Bangko, Merangin, Jambi 37311. Tourists will easily find adequate facilities when visiting this tourist attraction. Bathroom facilities, parking lots to prayer rooms are available with conditions that can make visitors feel comfortable. Complementary facilities at Merangin Garden include: Flying Fox, Gazebo (Saung/ Pendopo), Small Stage, Mini Tour Car, Garden Canteen, Photo Spots and Various Kinds of Children's Game Rides. If you visit Merangin Garden during the day, of course you will feel the heat of the sun, considering that this park is in the open. For that there is an umbrella rental facility with a facility of Rp. 5,000 without a time limit for use. For those who are lazy to walk, the manager provides an open car to get around the cost of IDR 10,000 per round. Because the park is not too wide, it's only a 5 minute ride for this car.

Data analysis is an effort or method to process data into information so that the characteristics of the data can be understood and useful for solving problems, especially problems related to research. Technical analysis of the data used in this study is a quantitative method, which is to measure the influence of facilities on visitor satisfaction by using statistical calculation methods. For the test results on the instrument, both facility variables (X) and visitor satisfaction (Y) are declared valid. Because each statement item that has been given to the respondents, the rcount value of the Facility (X) and Visitor Satisfaction (Y) variables has a value above 0.361. So it can be concluded that the statement items on both variables are declared valid. For the results of the reliability test, the value of Crobach's alpha on the facility variable (X) is 0.877 and customer satisfaction (Y) is 0.872 obtained from 100 respondents. A variable can be said to be reliable if the value of Crobach's alpha for each statement is  $> 0.60$ , so it can be concluded that each variable is reliable.

The results of the descriptive test for the facility variable (X) are known to have the highest average value obtained in item number 1 with a value of 3.41 which means very good. And the lowest average value is item number 7 with a value of 3.04. And the average value of the interpretation of the variable X is 3.18 which means good. The results of the descriptive test for the Visitor Satisfaction variable (Y) are known to have the highest average value obtained in item number 6 with a value of 3.21 which means very good. And the lowest average value is item number 1 with a value of 3.07. And the average value of the interpretation of the Y variable is 3.15 which means it is good.

The results of the correlation coefficient analysis: The results of the coefficient analysis for the facilities variable on visitor satisfaction found that the SPSS output interpretation obtained a correlation coefficient of 0.648, with a significance of 0.000. If the significance is  $> 0.05$ , then  $H_0$  is accepted. If the significance is  $< 0.05$ , then  $H_0$  is rejected. Because the significance is  $< 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted, meaning that there is an influence between facilities (x) on visitor satisfaction (y) at the Merangin Garden tourist park.

Multiple Linear Regression Analysis: It was found that constant (a) = 5.724 and coefficient b = 0.517. The constant 5.724 states that if there is no facility variable (X) then visitor satisfaction is 5.724. The regression coefficient for the facility (X) of 0.517 states that each addition to the facility (X) will increase visitor satisfaction by 6.241. T test: It was found that the magnitude of  $t_{count}$  is 8.427 by using the confidence level ( $\alpha=10\%$ ) it is known that the t table is 1.6605. So the value of t count is greater than t table so that  $H_a$  is accepted and  $H_o$  is rejected. Means that there is a positive and significant effect between tourist

facilities and visitor satisfaction at the Merangin Garden tourist park, Jambi. Analysis of the Coefficient of Determination found that the coefficient of determination for Variable X against Variable Y was 0.420, this indicates that the facility variable affects the visitor satisfaction variable at the Merangin Garden tourist park, Jambi 42.0% and the remaining 58.0% is explained by other variables. meticulous writer.

## 5. CONCLUSION (10 PT)

The results of the descriptive analysis test on the X variable (Facilities) the average respondent answered about the facilities at 3.18 which indicates that the figure is included in the good category. The results of the descriptive analysis test on the Y variable (Visitor Satisfaction) the average respondent answered 3.15 which showed that the number was included in the good category. Results The correlation coefficient value of 0.648 means that the level of closeness of the relationship between Facilities and Visitor Satisfaction is strong. For R square of 0.420, this means that the Facility variable affects the Visitor Satisfaction variable by 42% and the remaining 58% is explained by other variables that the authors did not examine. The facility t-count value is 8.427 using the confidence level ( $\alpha=10\%$ ) and the t-table is 1.66055. Then the value of t count is greater than t table so that  $H_a$  is accepted and  $H_o$  is rejected. Which means that there is a positive and significant influence between Facilities on Visitor Satisfaction.

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