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The Impact Of Attractions, Amenities And Ancillaries On Visitor Satisfaction At Traditional Culinary Service Providers In The City Of Palembang

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ABSTRACT

This traditional culinary service provider is one of the oldest culinary tours in the city of Palembang and has its own characteristics and charm. The tourist attraction used as the location for this research is a provider of traditional culinary services. The aim of this research is none other than to determine the influence of attractions, amenities and ancillaries on visitor satisfaction. This type of research also uses quantitative methods, and the sample used was 99 respondents with sampling using nonprobability sampling. Data collection techniques are carried out in two ways, namely questionnaires and literature study. The results of the research that has been carried out show that attractions, amenities and ancillaries have a positive and significant effect on partial visitor satisfaction. These results were obtained from data analysis using validity tests, reliability tests, multiple linear regression analysis, coefficient of determination and t tests and F tests.

Keywords: *Attractions, Amenities, Ancilary Visitor Satisfaction, Traditional culinary service providers.*

INTRODUCTION

Tourism is an industry concerned with travel and temporary lodging by people outside their community usually undertaken for the purposes of recreation, business, or cultural experiences. Tourism is one of the potentials and strengths that can be developed optimally in almost every region. Tourism continues to develop, especially in the current era of globalization, and always makes the biggest contribution, especially in Indonesia.

The traditional culinary service provider which is the object of this research is one of the traditional restaurants in the city of Palembang. This restaurant was founded in 1956. This restaurant providing culinary services is more than 65 years old. Apart from that, this restaurant providing traditional culinary services is also one of the oldest in the city of Palembang.

LITERATURE REVIEW

The summary of Chapter 2 discusses the concept of tourism and its four components: attractions, accessibility, amenities, and ancillaries. Tourism is defined as travel that involves repeated visits to different places, with the itinerary planned and providing experiences for the tourists. These four tourism components have an important role in managing and

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organizing tourist destinations. Previous research has shown that attractions, accessibility, amenities, and ancillaries all contribute to tourists' overall satisfaction.

Component Product 4 A (Attraction, accessibility, Amenities And Ancilary) According to Cooper et al in Setyanto and Pangestuti (2019) stated that there are four tourism components that an object must have tour, four component tourist Which intended is Attraction, Accessibility, Amenities and Acillary :

- Attraction
  Attraction or attractions is product main A destination. Attractions are related to what to see and what to do . Attractions are possible in the form of natural beauty and uniqueness, local community culture, historical heritage, special characteristics and artificial attractions such as facilities games and entertainment.
- Accessibility
  Accessibility is the means and infrastructure to get to something tourist destinations such as highway access, availability of transportation facilities And signs instruction direction road. Availability means And Infrastructure is an important aspect for a destination tour
- Amenities
  Amenities or amenities Which It means is all facility supporters who can meet the needs and desires of visitors during they is at in destination tour Which visited him, amenities This related with availability his means accommodation For stay overnight, restaurants or stalls to eat and drink. Need other things that visitors may need such as public toilets, parking lots, rest areas, health clinics, and places of worship.

METHODS

This research method is quantitative research. In this research there are two variables, namely the independent variable (X) and the dependent variable (Y). The independent variables in this research are Attractions (X1), Amenities (X2), and Ancilary (X3), while the dependent variable is visitor satisfaction

Research Hypothesis

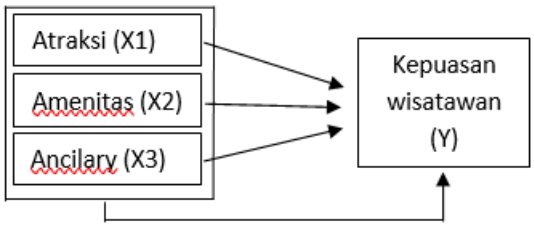


Figure 1
Research Hypothesis

The data collection technique used in this research is Non Probability Sampling, then this research method was carried out using the Purposive Sampling method. According to Sugiyono (2019), purposive sampling means a sampling technique that provides equal opportunities for all members of the population to be selected as sample members.

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The total population in this study was 11,800 taken from the number of visits in 2022 alone. Then the percentage of allowance used is only 10% and the calculation results can be rounded up to match the target that has been set, namely 99.15 respondents and rounded up to 100 respondents. In this research, the data collection method was by questionnaire and literature study. The data that has been collected will be analyzed using validity tests, reliability tests, multiple linear regression, coefficient of determination, and t test (partial) F test (simultaneous).

RESULTS AND DISCUSSION

Table 1
Validity test

Variable	Question Items	r_{count}	r_{table}	Information
Attractions (X1)	X1.1	0.699	0.1966	Valid
	X1.2	0.813	0.1966	Valid
	X1.3	0.712	0.1966	Valid
Amenities (X2)	X2.1	0.676	0.1966	Valid
	X2.2	0.757	0.1966	Valid
	X2.3	0.676	0.1966	Valid
	X2.4	0.739	0.1966	Valid
Ancilary) (X3)	X3.1	0.697	0.1966	Valid
	X3.2	0780	0.1966	Valid
	X3.3	0.682	0.1966	Valid
Visitor Satisfaction	Y1.1	0783	0.1966	Valid
	Y1.2	0.687	0.1966	Valid
	Y1.3	0.764	0.1966	Valid

Source: Processed data, 2023

Reliability Test

Table 2
Reliability Test

Variable	r_{alpha}	Criteria
Attractions	0.798	Reliable
Amenities	0.784	Reliable
Ancilary	0.784	Reliable
Satisfaction visitors	0.799	Reliabe

Source: Processed data, 2023

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Multiple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,004	1,274		,788	,433
	ATRAKSI	,262	,083	,273	3,171	,002
	AMENITAS	,280	,069	,351	4,054	,000
	ANCILARY	,250	,093	,235	2,678	,009

Figure 2
Multiple Linear Test Results

Coefficient of Determination (R 2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,674[a]	,455	,438	1,241

a. Predictors: (Constant), ANCILARY, ATRAKSI, AMENITAS
b. Dependent Variable: KEPUASAN

Figure 3
Coefficient of Determination Results

t Test (Partial)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,004	1,274		,788	,433
	ATRAKSI	,262	,083	,273	3,171	,002
	AMENITAS	,280	,069	,351	4,054	,000
	ANCILARY	,250	,093	,235	2,678	,009

Figure 4
T test results (Partial)

F Test (Simultaneous)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1,004	1,274		,788	,433
	ATRAKSI	,262	,083	,273	3,171	,002
	AMENITAS	,280	,069	,351	4,054	,000
	ANCILARY	,250	,093	,235	2,678	,009

Figure 5
F test results (Simultaneous)

Based on Table 1, the results of validity testing show that all statement items are good based on the Pearson correlation or rcount value, showing that the Attraction (X1) obtained is 0.6 to 0.8, Amenity (X2) is 0.6 to 0.7, Ancilary (X3) is 0.6 to 0.7 so it can be said to have a correlation coefficient value greater than the r table value (0.1966). Therefore, all the statement items tested in this research are valid and can be used as research instruments because all instruments proposed as statements can understand the researcher's intentions and desires. Therefore, the results of this research can be said to be valid.

Based on Table 2, the results of the reliability test using show that the Alpha coefficient value for Attractions (X1) is 0.798, Amenities (X2) is 0.784, Ancilary (X3) is 0.784, and visitor satisfaction (Y) is 0.799, which means it is greater than 0.600 (r > 0.600). Therefore, it can be concluded that the research instrument is reliable and can be used as a measuring tool, because of the consistency of respondents in answering each statement submitted by the author.

Based on the test results from Figure 2, the following values are obtained:

1. The regression constant value of 1.004 indicates that if the variable value of Attractions, Amenities, Accessibility and Ancillary is 0 or
2. The regression coefficient value for the Attraction variable (X1) is 0.262, which means that every time there is an addition of 1 unit of value to the attraction, it will increase 0.262 (26.2%) in visitor satisfaction.
3. The regression coefficient value on the Amenity variable (X2) is 0.280, which means that every time there is an addition of 1 unit of value to the Amenity, it will increase 0.280 (28.0%) in visitor satisfaction.
4. The regression coefficient value on the Ancilary variable (X3) is 0.250, which means that every time there is an addition of 1 unit of value to the Ancilary, it will increase 0.250 (25.0%) in visitor satisfaction.

It can be seen from Figure 3 above that it is known that the contribution value of the Attractions, Amenities and Ancilary variables to visitor satisfaction is Adjusted R Square = 0.438. It can be concluded that the ability of the independent variables in this study influences the dependent variable by 43.8%, while the remaining 56.2% is explained by variables other than the independent variables in the research.

The t table value obtained is 1.984, while it can be seen from the table above that the calculated t value of Attractions, Amenities, and Ancilary is greater than the calculated t value of the t table value . So it can be said that t count > t table with a significant level of 0.00 < 0.05 for the three variables, namely Attractions, Amenities and Ancilary

Based on the test results in Table 7, it can be seen that the F count is 26,683 and the F table value is 2.70 with an error level of 0.05 so that the F count > F table or 26,683 > 2.70 with a significance level of 0.000 < 0.05, therefore it can be concluded that the variables Attraction, Amenities and Ancilary simultaneously influences the visitor satisfaction variable.

CONCLUSION

Based on the results of this research, it can be concluded that the Attraction, Amenity and Ancilary variables simultaneously influence visitor satisfaction. The results of the validity test show that all statement items in this study are valid and can be used as research instruments. Apart from that, the results of the reliability test show that this research instrument is reliable and can be used as a measuring tool.

In addition, the results of multiple linear regression analysis show that every additional 1 unit of value in the Attraction variable will increase visitor satisfaction by 26.2%. Likewise with the Amenity variable, every additional 1 unit of value will increase visitor satisfaction by 28.0%. Meanwhile, for the Ancilary variable, every additional 1 unit of value will increase visitor satisfaction by 25.0%. Apart from that, the ability of the independent variables (Attractions, Amenities and Ancillaries) to influence the dependent variable (visitor satisfaction) is 43.8%. Thus, it can be concluded that attractions, amenities and ancillaries have a partial positive and significant influence on visitor satisfaction. Therefore, in increasing

visitor satisfaction, it is necessary to pay attention to and improve these aspects in the provision of traditional culinary services.

Based on the results of this research, there are several suggestions that can be given:

1. Increasing Attractions: Efforts need to be made to increase attractions in the provision of traditional culinary services. This can be done by developing and enriching the visitor experience through the addition of interesting attractions, such as cultural performances or interactive activities.
2. Improved Amenities: It is important to improve the facilities and services provided in traditional culinary services. This can include improving the quality of food and drinks, seating comfort, cleanliness, and speed of service.
3. Ancilary Improvement: Other supporting aspects also need to be paid attention to, such as accessibility, clear and accurate information, and effective promotion. This can help visitors obtain the information they need and make it easier for them to access traditional culinary services.
4. HR Training and Development: It is important to provide training and development to workers in traditional culinary services. This will improve service quality and visitor satisfaction.
5. Use of Technology: The use of technology in providing traditional culinary services can help improve efficiency and quality of service. For example, using an online ordering system or using technology in the cooking process.
6. Developing Collaboration: There needs to be collaboration between the government, business actors and the community in developing traditional culinary services. This can include developing culinary tourism destinations, joint promotions, and developing unique and interesting traditional culinary products.

By implementing these suggestions, it is hoped that it can increase visitor satisfaction in using it

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