IDENTIFYING FACTORS AFFECTING DOMESTIC TOURIST SATISFACTION ON TOURIST DESTINATIONS IN INDONESIA

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ABSTRACT

The objective of this study was to identify the factors affecting the domestic tourist satisfaction on the tourist destinations. The type of this study was a quantitative descriptive study using Cochran Q test and factor analysis on tourist satisfaction drivers factors. The result of this study showed that there were 38 attributes affecting the domestic tourist satisfaction in Indonesia. Moreover, the the first rank was the beauty of natural attractions; the second rank was the artificial tourism attraction; and, the third rank was the cost and cleanliness of facilities and environment of tourism destinations. Furthermore, all these attributes were clustered into several factors: attraction, amenities, accessibility, hospitality, and ancillary. The significance of this study is that the identified factors are beneficial for stakeholders as the indicators of the customer satisfactions.

Keywords: Domestic Tourist Satisfaction, Indonesian Tourism, Cochran Q Test, Factor Analysis

ABSTRAK

Tujuan penelitian ini adalah untuk mengidentifikasi faktor-faktor yang mempengaruhi kepuasan wisatawan domestik terhadap suatu destinasi wisata. Jenis penelitian ini adalah penelitian deskriptif kuantitatif, menggunakan alat analisis *Cochran Q test* dan analisis faktor terhadap faktor-faktor pendorong kepuasaan wisatawan. Hasil penelitian ini menunjukkan terdapat 38 atribut yang mempengaruhi kepuasan wisatawan domestik di Indonesia. Lebih lanjut diperoleh ranking pertama ditempati oleh keindahan obyek wisata alam, ranking kedua ditempati oleh daya tarik wisata buatan dan ranking tiga ditempati oleh tingkat harga dan kebersihan fasilitas dan lingkungan destinasi wisata. Kegiatan penelitian kemudian dilanjutkan dengan pengelompokan atribut menjadi faktor-faktor, dimana ditemukan 5 faktor utama yaitu *attraction, amenities, accessibility, hospitality dan ancillary.* Pentingnya penelitian ini adalah bahwa faktor-faktor yang teridentifikasi bermanfaat bagi para pemangku kepentingan sebagai indikator kepuasan pelanggan.

Kata Kunci: *Kepuasaan Wisatawan Domestik, Pariwisata Indonesia, Cochran Q Test, Analisis Faktor*

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1. Introduction

Tourism was one of the important sectors in Indonesia. It was seen from the foreign exchange contribution on the national exchange revenue in 2015 by US$ 12.6 billion or 9.3% (Kemenpar, 2016). This figure ranked fourth after the oil and gas, coal, and palm oil sectors. In 2016, the number of foreign tourists visiting Indonesia was 11.525 million people or grows by 10.79% compared with the previous years (Kemenpar, 2016). Moreover, the number of domestic tourists visiting around Indonesia showed the increasing movement than the foreign tourists do. In 2015, there were 255.05 million trips by Rp 224.68 trillion of the totals of their spending – the trip expenditures per domestic tourist were Rp 880.925 (Kemenpar, 2016). There were several factors underlying and encouraging both international and domestic tourists visiting Indonesia. They were: (1) the tourist attraction seen from a diversity of the natural charms and (2) the variety of cultural richness. Therefore, these values meet the tourists' interest and seeking behavior (Yusendra, 2015).

The data from the explanation above, it was inferred that the domestic tourist market segment needed not to be underestimated because it is the largest market segments dominating the tourism visit in Indonesia because this potential was able to contribute the largest revenue for Indonesia. Moreover, the tourism sector acted as the trustworthy promotional agency for spreading the benefits and privileges of tourist destinations in Indonesia. The spreading process known as words of mouth was the disseminating information process of a product to friends, relatives, and colleagues through offline and online systems in the form of recommendations or suggestions (Zhang *et al*., 2017). Words of mouth were not only spreading in the national exposure, but also deploying abroad. This was very possible to occur because the Internet technology development today in Indonesia was rapidly growing. The domestic tourists were able to write their trip experience if they felt excited to social media (facebook, twitter, and instagram), personal blogs, and forum chats seen by colleagues from overseas (Sotiriadis, 2017).

Attracting the tourists was the opening move to develop the tourism activity. Based on Serra-Cantallops *et al*., (2018) Words of mouth were able to be done to family, friends and colleagues on condition that the tourists spent time to take a trip in the domestic area so that the tourists were satisfied or dissatisfied as the evaluation on tourist destinations that they had been visited. Furthermore, to create the customer satisfaction – in this case domestic tourist satisfaction – was the second step to make to develop the tourism activity (Sangpikul, 2018). In the marketing context, the tourist behavior was related to attitudes, opinions, perceptions, and satisfaction seen from revisiting behavior (Beattie & Schneider, 2018).

The facts above indicated that the tourist satisfaction was a very important matter nowadays due to the competitiveness of the tourism industry among regions. The identification and measurement system of tourist satisfaction had to be owned by tourism industry stakeholders because stakeholders evaluated the success of tourism industry based on the tourist satisfaction on some tourism products and services (Smolčić Jurdana & Soldić Frleta, 2016). The main satisfaction principle was the comparison between what was expected with the level of performance perceived by tourists. It meant that the satisfaction was a comparison between performance and expectations so that the tourists were

satisfied or happy on condition that the perceived product performance was higher than expectations; otherwise, the tourists were dissatisfied on condition that the tourists were lower than expectations. The level of tourist satisfaction was depending on the tourist perception of the satisfaction factors seen from monetary costs and non monetary costs in constructing the trip experience (Kotsi *et al*., 2018). The non-monetary costs were often the most dominant in determining the re-visit value and tourism benefits and worth. In addition, there were many factors to build the tourist satisfaction i.e., the local community friendliness and the employees attitude on the tourists, service quality related to politeness, friendliness, efficiency, and service personnel responsiveness, and accommodation and facilities in the tourist objects (Omar *et al*., 2016).

Stylidis and Cherifi (2018) said that there were many factors constructing the tourist satisfaction on the tourist destinations. These factors also created a dilemma for every stakeholder in determining the customer satisfaction policy because it caused confusion so that the trivial decision was made by them seen from subjective opinions which cause a bias on the data. It was seen from the preliminary study (observations) by which many official tourist attractions did not have standard tourist satisfaction indicators. The indicators were usually used are the number of monthly and yearly visits, the accommodation (hotels and inns) dwelling rate, and the length of stay to represent the tourist satisfaction level. This was because the indicators did not include the cognitive and affective aspects of tourists; while, the tourist satisfaction was depending on the tourist perception and expectation seen from the certain tourism products and services (Chi *et al*., 2018).

Based on the background of this study, it was important to be able to find and determine the factors constructing the tourist satisfaction on tourist destinations operationalally utilized by various tourism stakeholders. Moreover, these factors were the determinant for the success of tourism marketing strategy seen from determining the product, cost, distribution and promotion of tourist destinations. Therefore, domestic tourists were attracted to visit to tourist destinations and the satisfaction quality was able to be improved so that the tourist loyalty was triggered, positive talks and words of mouth emerged, and revisit activity was made.

2. Literature Review

2.1 Tourism Marketing

Kotler and Keller (2009) say that marketing happens everywhere. Moreover, people are involved in an organization in a large number of formal or informal marketing activities. Good marketing has become a vital-increasing element for business success. Marketing greatly affects our lives every day. Marketing is inherent in everything we do – from the clothes we wear, the websites we click on, and the advertisement we see.

Dolnical and Ring (2014) stresses the importance of marketing in the tourism world which can make significant distinguished competitive advantage for specific tourism destinations. De Frantz (2017), also argues that the marketing strategies is substantial for tourism and creative industries to gain significant competitiveness which drive many stakeholder including its customer to visit the destinations.

Hasan (2015) states that the tourism marketing uniqueness lies in how marketers discover, identify, respond, and anticipate consumers by mixing the promotion, cost, access, and branding

messages to encourage buying behaviour through the presentation of the tourist attraction and so that the tourist demand and satisfaction are met. Customer satisfaction in the tourism industry is strongly affected by a level of attitude and the hospitality services presented by the physical appearance of the business personality (Garcia, 2018). It is vital that all these elements are communicated in the most appropriate way to convince tourists to come and enjoy the tourist attractions (Rafiei Darani & Asghari, 2018).

Middleton *et al*., (2009) provide a figure of marketing playing a role in the tourism world as it is seen in Figure 1.

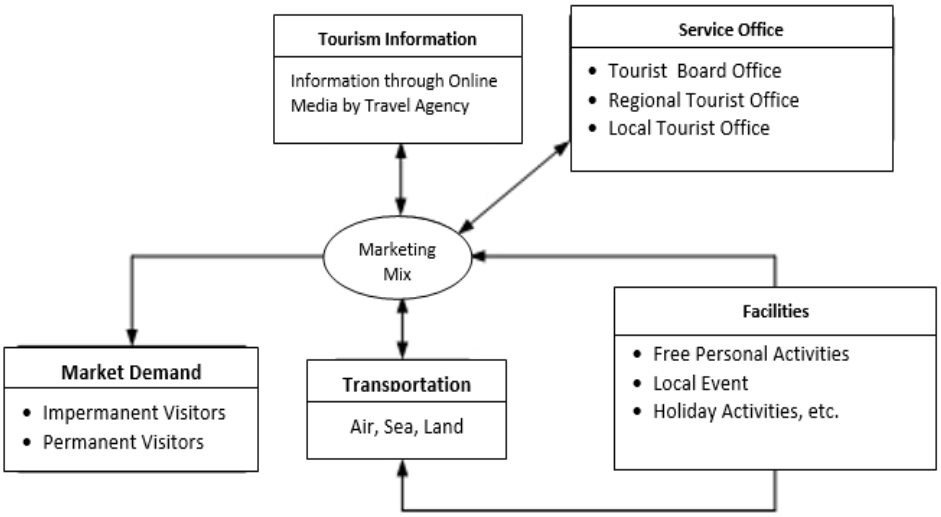

Figure 1. Effects of Tourism Marketing

The figure 1 explains the correlation between market demand (appeared in the place where the visitors usually lives) and the product supply (in the location where the visited tourist destination is). Besides, the figure shows how the five major sectors in the tourism industry engaged so that they were used to manage visitor demands through a variety of marketing strategies. Detailed knowledge of customer (tourists) characteristics and their purchase behavior are central to each marketing manager activity in every sector of the tourism industry (Tsiotsou *et al*., 2010). Knowledge and focus towards the customers (tourists) along with all the things are usually known as orientation on the marketing strategies (Hanna *et al*., 2017).

Furthermore, according to Goeldner and Ritchie (2012), the explosive growth of the internet and mobile technology has affected the tourists to travel. Also, it provides a variety of new methods for the tourism marketing. The Internet helps connect people more socially than ever before. Social media networks and e-commerce dominated the tourism marketing today (John *et al*., 2018). Smartphones are connected to the internet or websites through computers so that tourism products and services are successfully offered. It is estimated that 80% of tourists have used the internet for their trip planning and more than 50% of the tour packages are booked online everyday. This fact indicates that the current internet affects all components of the 4P marketings: Product, Place, Promotion, and Price (Sotiriadis, 2017).

2.2 Attributes Affecting Tourist Destination Decision

Horner and Swarbrooke (2007) mentions that the factors determining the tourism destinations are divided into two factors. They are: (1) the factors determining whether the consumers are able to take a vacation or not and (2) the factors determining the type of trips and experiences when a tourist vacation is taken by them. From these two types of factors, they were re-divided into several personal factors and and external factors as they are shown in Figure 2

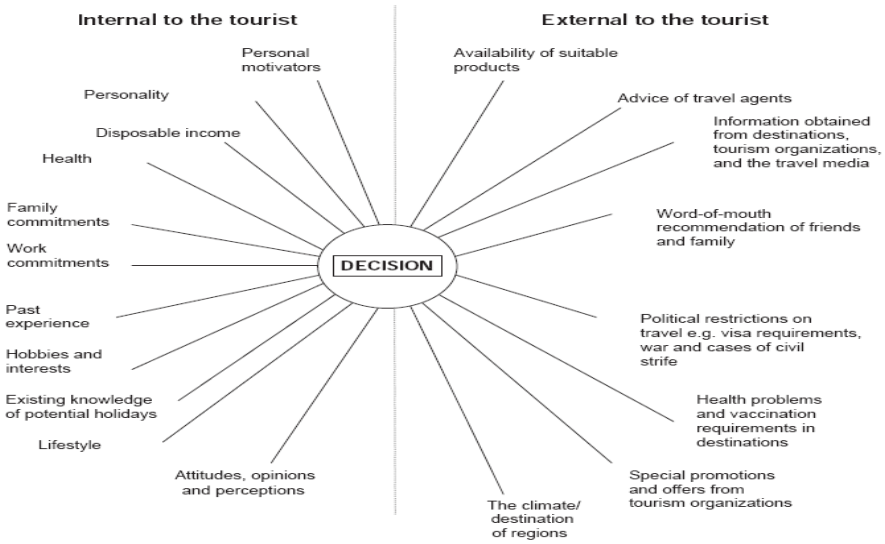

Figure 2. Factors Affecting Tourist Destination Decision
Source : Honner & Swarbrooke (2007)

Goeldner and Ritchie (2012) and Singagerda (2016) say that the there are several factors causing the complex selecting decision on the tourist destination by involving the major elements of facilities and supporting tourism (accommodation, food, beverages, hotels, and so forth). They also add that the transportation and road access also have a significant effect on the selecting decision on tourist destinations even though some tourists do not like the difficult terrain and some of them do like the challenge to have it. Therefore, the tourist package cost, and tourism events, and supporting technology (internet and information technology) are the strategies to get the tourists' attentionin in determining the tourist destinations (Stangl & Prayag, 2017).

2.3 Tourist Satisfaction

The customer satisfaction becomes one of the business keystones. This is because the organization consumer satisfaction can increase the profit rate and gain a wider market share. The various empirical studies about marketing and tourism also justify the correlation between the tourist satisfaction and the revisit intention. Therefore, the great tourist satisfaction leads the greater intention to buy back so that it recommends the other models of tourist behavior – tourists' motivation, satisfaction, intention, and behavior (Hasan, 2015).

The motivational approach is the central concept of a psychological theory. The emerging opinions were a factor of the motivational approach which permanently avoids unwelcoming state and seeks the welcoming state so that they affect the costumers' motivation.

The main principle of satisfaction is the comparison between what is expected and the level of performance perceived by tourists. It meant that the satisfaction is a comparison between performance and expectations so that the tourists are satisfied or happy on condition that the perceived product/service performance is higher than the expectation. Otherwise, the tourists are disappointed or discontented on condition that the perceived performance is lower than expectations. If the tourists come with less expectations, tourists will be more satisfied; otherwise, they will be disappointed (Hasan, 2015).

According to Swarbrooke and Horner (2007), satisfying consumers in tourism is important because three main reasons, as follow:

1. The customer satisfaction motivates them to create positive words of mouth to friends, relatives, or colleages so that the people around them become the new customers
2. Creating repeat customers by satisfying them through the use of products or services can affect a stable source of income without providing an excessive spending for marketing activity
3. Fees for handling complaints are very expensive, time consuming, and bad for the tourist destination reputations. In addition, it can also bring a direct cost which is not small through the payment of compensation

Moreover, Swarbrooke and Horner (2007) provide a model of the tourist decision process to illustrate how a tourist can be satisfied or not as in Figure 2.2.

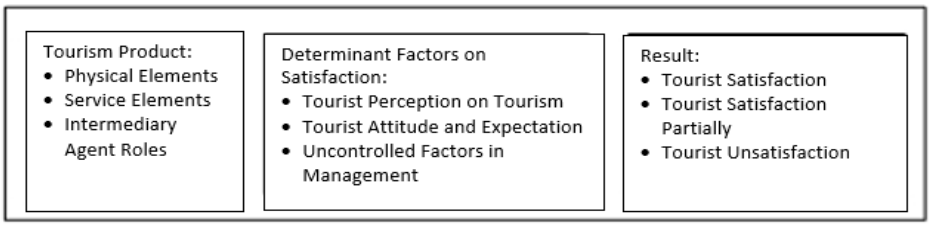

Figure 3. Model of Tourist Satisfaction Process
Source: Swarbrooke & Horner, (2002)

There are several definitions of the tourist satisfaction. However, there are four important aspects in the tourist satisfaction i.e., (1) cognitive responses, (2) emotional responses, (3) product expectation and consumption experience responses, and (4) cost respondes in each phase, expectation, and response.

Table 1. Correlation between Phases, Expectations, and Responses of Tourists

Phases	Expectations	Responses
Before buying or consuming	Product Quality, Benefits, Costs, Product Availability	Focus on Products, Purchasing Choices, and Consumption.
In the process of buying and consuming	Environment, Products, Types of Service, Delivery, Quality, and Restitution	Affective, Cognitive, Frecuency, and Duration
After buying or consuming	Support, Product Replacement or Currency (Rupiah) Exchange on flaw Product,	Product Performance Standard or Comparation with Providers

Therefore, the tourist satisfaction is a summary of the affective and cognitive responses on various expected intensities explicitly depending on the interest context, specific time, and limited duration. Tourists can determine their satisfaction response in consuming products/services (Hasan, 2015).

3. Research Methods

3.1 Type and Instruments of the Study

Type of this study was the descriptive quantitative study using online survey method through internet and social media application. The objective of this study was to identify the factors affecting the domestic tourist satisfaction on tourist destinations so that it was able to be used as the strategy for stakeholders. The population of this study was domestic tourists (55.7 million domestic tourists) travelling to domestic tourist destinations. The data were taken from Bureau of Central Bureau of Statistics in 2013. The sampling technique used in this study was online snowball sampling by distributing questionnaires to the group of tourism social media and unit of sample identified as domestics tourists who frequently travel to tourism destination on Indonesia for leasuring, adventuring or MICE (Meetings, Incentives, Conferences and Exhibition)

The methods used in this study were divided into 2 phases. The first phase was the determination phase of the dominant attributes affecting the domestic tourist satisfaction. The analytical tool used in this study was Cochran Q Test Analysis. This analysis tool was the iteration method to determine the predominant attributes affecting the particular factors based on the statistical criteria. The second phase was the factor analysis used to analyze the interaction among attributes and they were categorized into the certain factor based on predetermined statistical criteria.

3.2 Cochran Q Test Analysis

Simamora (2004) explained that the Cochran Q-test was used to analyze statistically the success rate of the data, to examine the hypotheses on several dichotomous related variables which had the same mean value. Moreover, the Cochran Q-test was used on condition that the data was nominal, more than two samples, not free, and in the form of a binary response such as success (1) versus fail (0) or yes (1) versus not (0). By using the Cochran Q test formula, we were not only able to examine the importance of each valid factor and eliminated the subjectivity of the researcher to a factor but all the important factors were also able to be discarded so that the most considered factors could be selected in decisiding the tourist destinations. The formula used for Cochran Q Test is as follows:

$$Q = \frac{(k-1)\left\{k\sum Cj^2 - \left(\sum Cj\right)^2\right\}}{k\sum R_i \sum R_i^2}$$

k = Number of variables
n = Number of respondents (observation)
Cj = Total of responses on the j variable (column)
Ri = Total of responses on the observation

The hypotheses proposed on this study were:

H_0 : All factors affecting the domestic tourist decisions had the same proportion represented by YES

H_a : All factors affecting the domestic tourist decisions had different proportion represented by YES

The inference decision was that Ho was rejected and Ha was accepted, if Q count > Q Tab; moreover, Ho was accepted and Ha was rejected, if Q count < Q tab. On condition that:

1. If Ho was rejected, the YES answer still had a difference in all affecting factors. It meant that there was no agreement among respondents about the analyzed factors.
2. If Ho was accepted, the YES answer was related to all equal factors. It meant that all respondents were considered to agree on all attributes as the considered factors.

3.3 Factor Analysis

Factor analysis was the technique used to look for factors explaining the correlation between the several observed independent indicators. The main objective of this factor analysis was to explain the correlation structure among many variables represented by factor variable, latent variable, or construct variable. The constructed factors were the random quantities that previously could not be observed, measured, or determined directly. The other main objectives were as follows:

1. To reduce the number of original variables into a number of new variables that are fewer than the original variables. This new variable was called the factor variable, latent variable or construct variable.
2. To identify the correlation between the constituent factor or dimension and the constructed variable through the correlation coefficient test between factors and their construct components. This factor analysis was called the confirmatory factor analysis.
3. To test the instrument validity and reliability through the confirmatory factor analysis.
4. To validate the data so that the result of the factor analysis was able to be generated into the population. After the constructed factors were found, the researchers already had the novelty of hypothesis based on the results of the analysis.

Factor analysis can be substantially differentiated into two types, explanatory factor analysis and confirmation factor analysis. First, exploratory Factor Analysis or Principle Component Analysis (PCA). The exploratory factor analysis or principal component analysis (PCA) was the factor analysis technique in which several factors were constructed represented by the latent variable that was not able to be determined before the analysis was done. In the exploratory factor analysis, the researchers did not have the knowledge, theory, or hypothesis used to construct the structure of the constructed factors so that the exploratory factor analysis was the technique to create a construct.

Second, Confirmatory Factor Analysis (CFA). The confirmatory factor analysis was the factor analysis technique in which the recognized theories and concepts were understood or predetermined so that a number of constructed factors and particular variables are included in each factor. A construction of the confirmatory factors analysis (CFA) was deliberately based on theories and concepts used to obtain the novelty of variables or factors representing some item or sub-variables as the observable or unobservable variables.

There are seven phases of the factor analysis, which are formulating the problem, arranging the correlation matrix, extracting the factors, rotating the factors, interpreting the factors, creating the factor

scores and determining the surrogate variables or to determine the summated scale.

4. Results and Discussion

4.1 Phase 1: Cochran Q Test Analysis

This phase aimed for finding the most important or dominant attributes obtained from the tourist destinanations so that the tourist satisfaction emerged. This tourist satisfaction was regarded as the information for tourism stakeholders in preparing the marketing strategies and tourism promotion regarding the consumers' needs and desires. Moreover, these most important or dominant attributes were also used to satisfy the tourists.

The researchers conducted the preliminary observation, interview, and survey to determine the attributes that were regarded as the basis for constructing the tourist satisfaction. From the preliminary study, there were 42 attributes. They were: (A1) the beauty of natural attractions (sea, coral reefs, beaches, mountain scenery, hills, lakes, valleys, waterfalls, canyons, rivers, forests, and so forth); (A2) the unique artificial tourist attractions (heritage sites – temples, monuments, playgrounds, water booms, museums, and so forth); (A3) the various attractions in one destination; (A4) the attractive events; (A5) the distinctive local cultural diversities (dances, wayang, traditional ceremonies, sculptures, paintings, sculptures, and so forth); (A6) the various challenging adventure activities (mountain climbing, rafting, cross-country, diving, and so forth); (A7) the intriguing shopping activities (fashions, lifestyles, and so forth); (A8) the intriguing culinaries; (A9) the affordable cost for tourist (tourist activities, transportations, overnight stay, and so forth); (A10) the interesting religious and spiritual activities (pilgrimage, rituals, and so forth); (A11) the friendly climate for tourism; (A12) the adequate accommodations (hotels and lodgings); (A13) the complete shopping and souvenir centers; (A14) the exciting and intriguing event venues; (A15) Hygiene and permitted restaurant; (A16) the availability of complete utilities (electricity, telecommunication networks, internet, clean water, and so forth); (A17) the complete medical assistances and care facilities (A18) the hygiene of public facilities; (A19) the availability of praying spaces; (A20) the availability of wide parking areas; (A21) the easy accessible public transport modes (taxis, buses, trains, and so forth); (A22) the availability of car rents; (A23) the closest distance between the tourist destinations and the transport station (bus stations, airports, ports); (A24) the closest distance between the roads and the tourist attractions; (A25) smooth traffic flows; (A26) the availability of cheap transportation modes; (A27) the complete traffic lights; (A28) the availability of tourist safety warranty; (A29) the low level of crime, (A30) the friendly and cordial local people; (A31) the professional tourism workers (tour guides, hotel employees, responsive emphatic, professional tourist destinations employees); (A32) the ease of mingling with the local people; (A33) the local people upholding the courtesy; (A34) the leisure of tourist destinations; (A35) the absence of illegal retribution; (A36) the ease of finding tour guide; (A37) the complete travel agent; (A38) the ease of ticket reservation; (A39) the responsible tourist destination managers; (A40) the availability of financial services (insurance, banking, ATM, currency exchange, and so forth); (A41) the accessible tourist information center; and (A42) the wide range of exciting tour packages.

These 42 attributes were tested by Cochran Q Test in the iterative manner to obtain the most dominant and important attributes from the tourist destinations.

Table 2. Cochran Q Test on Customer Satisfaction Attributes

Phases	Factors	Cochran Q Test	X2 Table (df)	Conclusion	Explanation
1	A1, A2, A3, A4, A5, A6, A7, A8, A9, A10, A11, A12, A13, A14, A15, A16, A17, A18, A19, A20, A21, A22, A23, A24, A25, A26, A27, A28, A29, A30, A31, A32, A33, A34, A35, A36, A37, A38, A39, A40, A41, A42	1428.629	56.942 (41)	H_0 was rejected	Excluding A11 (Climate Condition)
2	A1, A2, A3, A4, A5, A6, A7, A8, A9, A10, A12, A13, A14, A15, A16, A17, A18, A19, A20, A21, A22, A23, A24, A25, A26, A27, A28, A29, A30, A31, A32, A33, A34, A35, A36, A37, A38, A39, A40, A41, A42	1163.423	55.758 (40)	H_0 was rejected	Mengeluarkan Faktor A34 (Kenyamanan Suasana) Excluding A34 (Leisure of Tourist Destinations)
3	A1, A2, A3, A4, A5, A6, A7, A8, A9, A10, A12, A13, A14, A15, A16, A17, A18, A19, A20, A21, A22, A23, A24, A25, A26, A27, A28, A29, A30, A31, A32, A33, A35, A36, A37, A38, A39, A40, A41, A42	874.139	54.572 (39)	H_0 was rejected	Excluding A26 (Cost of Transportation Modes)
4	A1, A2, A3, A4, A5, A6, A7, A8, A9, A10, A12, A13, A14, A15, A16, A17, A18, A19, A20, A21, A22, A23, A24, A25, A27, A28, A29, A30, A31, A32, A33, A35, A36, A37, A38, A39, A40, A41, A42	504.943	53.383 (38)	H_0 was rejected	Excluding A20 (Parking Areas)
5	A1, A2, A3, A4, A5, A6, A7, A8, A9, A10, A12, A13, A14, A15, A16, A17, A18, A19, A21, A22, A23, A24, A25, A26, A27, A28, A29, A30, A31, A32, A33, A34, A35, A36, A37, A38, A39, A40, A41, A42	49.238	52.192 (37)	H_0 was rejected	All Answers were YES

Source: Data analysis (2017)

The results of Cochran Q test was seen in table 2. In Table 2, it was seen that the Cochran test was done in five phases. From 42, there were 38 most important and dominant factors as the basis for constructing the tourist satisfaction and four factors as the unimportant and indominant factors. The four factors as the the unimportant and indominant factors were (A11) climate condition, (A34) leisure of tourist destionations, (A26) cost of transportation mode, and (A20) availability of parking area. There were several analyses of why these four factors did not include the important and dominant factors of the tourist satisfaction. The reason was that (A11) is the climate condition was the main consideration that the tourists concerned about because the domestic

tourists already knew and got ready for the climate of the destination destination. Therefore, the climatic factor was not the factor to satisfy the tourism need, especially the climate in Indonesia (drought and rain climate).

Moreover, (A34) the leisure atmosphere was not the important and dominant factor to construct the tourist satisfaction. It was because a lot of respondents were more likely to enjoy (A1) the beauty of natural attractions or (A2) artificial tourist attraction and they had to strive to reach the tourist destinations with the difficult terrain and get experience from the activity so that they understand to sacrifice the leisure of tourist destinations. Therefore, the leisure of tourist destinations was the unimportamt and indominant factor.

Besides, (A26) the cost of cheap transport modes was also the factor that was not a part of the Cochran Q test analysis. This was possible because domestic tourists had already prepared to spend the cost for visiting the tourist destinations. Their target was not the spending efficiency but their tourism needs. Therefore, they did not take into account the cost of transportation modes. Further more, (A20) the availability of wide parking areas was also not the consideration based on Cochran Q test analysis. It was because the domestic tourists usually enjoyed the terrain of the tourist attractions through hiking so that parking areas were not important. The domestic tourists mostly saw and admired the scenery, relished the tourist attraction, had an adventure, and so forth.

After finding out the satisfaction factor, the researchers ranked the important factors based on "YES" and "No" answer from domestic tourist respondents. The result of these factors was the basic factors of the domestic tourist satisfaction. The result of these factors was as follows:

Table 3. Ranks of Satisfaction-Constructing Attributes

Ranking	Atribut
1st Rank	Beauty of Natural Attractions (A1)
2nd Rank	Artificial Tourist Attractions (A2)
3rd Rank	Affordable Cost (A9), Hygiene of Public Facilities (A18)
4th Rank	Smooth Traffic Flows (A25), Availability of Tourist Safety Warranty (A28), Friendly and Cordial Local People (A30), Ticket Reservation (A38)
5th Rank	Attractive Events (A4), Adequate Accommodations (A12) , Low Level of Crime (A29), Accessible Tourist Information Center (A41)
6th Rank	Intriguing Culinaries (A8), Hygiene and Permitted Restaurant (A15), Easy Accessible Public Transport Modes (A21) , Closest Distance between the Roads And the Tourist Attractions (A 24), Local People Upholding the Courtesy (A33), Ease of Finding Tour Guide (A36) , Exciting Tour Packages (A42)
7th Rank	Various Attractions (A3), Availability of Car Rents (A22), Absence of Illegal Retribution (A35), Complete Travel Agent (A37), Responsible Tourist Destination Managers (A39), Availability of Financial Service (A40).
8th Rank	Complete Shopping and Souvenir Centers (A13), Availability of Complete Utilities (A16)
9th Rank	Various Challenging Adventure Activities (A6), Professional Tourism Workers (A31)
10th Rank	Distinctive Local Cultural Diversities (A5), Exciting and Intriguing Event Venues (A14), Availability of Praying Spaces (A19)
11th Rank	Intriguing Shopping Activities (A7), Complete Medical Assistances and Care Facilities (A17), Complete Traffic Lights (A27), Ease of Mingling with the Local People (A32)

12th Rank	Interesting Religious and Spiritual Activities (A10)
13th Rank	Closest Distance between the Tourist Destinations and the Transport Station (A23)

Source: Data analysis (2017)

4.2 Phase 2: Factor Analysis

The Cochran Q test analysis phase showed that there were 38 attributes of the domestic tourist satisfaction on the tourist destinations in Indonesia. However, these 38 attributes were beyond the number for describing the tourist satisfaction. Therefore, a further analysis was needed to be able to reduce the number of attributes into fewer factors so that they were easily able to be understood by tourism stakeholders.

The data analysis technique used to reduce the 38 attributes was through CFA (Confirmatory Factor Analysis). CFA was used to find the correlation among the number of attributes that were mutually independent from one and another so that the attribute was made into smaller numbers.

The result of the factor analysis was that there were 5 factors from 38 attributes constructing the tourist satisfaction. The result of the factor analysis was seen from the scree plot diagram below.

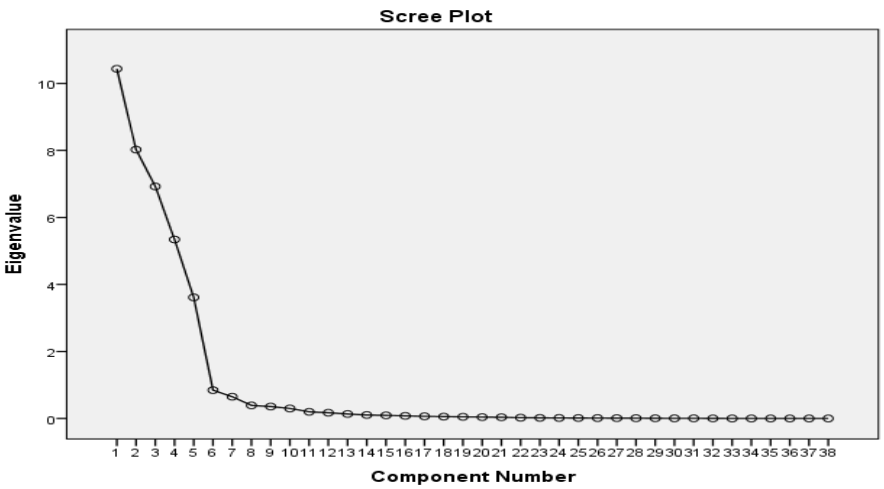

Figure 4. Scree Plot Analysis Factors

From the scree plot, it was seen that there were 5 factors that had an eigenvalue more than 1 seen from the 1st was also seen that from one to two factors (the line from the axis of component number 1 to 2) showed sharp decreasing line. From the 2nd to 6th numbers, the line still decreased significantly, but there was a smaller sloping line on the 7th – 38th factors. It indicated that the the 5 factors were the best as the tourist satisfaction factors 38 attributes.

factor (10.435), the 2nd factor (8.022), the 3rd factor (6.924), the 4th factor (5.342), and the 5th factor (3.614). Moreover, it

Known that the 5 factors were the most optimal figure, the subsequent analysis was done to obtain the 38th attribute distribution as the tourist satisfaction construct on every factor that has been found. Therefore, the rotated component matrix was generated on the factor analysis. The result of attribute distribution on the 5 factors was seen in table 4 below:

Table 4. Rotated Component Factor Matrix 38 for Tourist Satisfaction Attributes

Code	Attributes	Factors				
		1	2	3	4	5
A1	Beauty of Natural Attractions	**0.966**	0.018	-0.004	0.115	0.066
A2	Artificial Tourist Attractions	**0.970**	-0.040	0.015	0.079	0.015
A3	Various Attractions	**0.872**	0.102	-0.052	0.201	0.045
A4	Attractive Events	**0.923**	0.001	0.056	0.121	0.021
A5	Distinctive Local Cultural Diversities	**0.773**	0.052	-0.002	0.126	-0.044
A6	Various Challenging Adventure Activities	**0.892**	-0.002	-0.019	0.137	-0.007
A7	Intriguing Shopping Activities	**0.816**	0.021	0.027	0.156	0.109
A8	Intriguing Culinaries	**0.923**	0.085	-0.055	0.104	0.034
A9	Affordable Cost	**0.763**	0.176	0.087	0.138	0.013
A10	Interesting Religious and Spiritual Activities	**0.970**	-0.040	0.015	0.079	0.015
A12	Adequate Accommodations	0.145	0.311	-0.055	**0.747**	-0.110
A13	Complete Shopping and Souvenir Centers	0.077	0.046	-0.078	**0.935**	0.065
A14	Exciting and Intriguing Event Venues	0.117	0.121	0.013	**0.846**	0.101
A15	Hygiene and Permitted Restaurant	0.118	0.108	-0.003	**0.820**	0.207
A16	Availability of Complete Utilities	0.179	0.084	-0.081	**0.931**	0.037
A17	Complete Medical Assistances and Care Facilities	0.186	0.064	-0.064	**0.910**	0.081
A18	Hygiene of Public Facilities	0.170	0.070	-0.074	**0.936**	0.061
A19	Availability of Praying Spaces	0.221	0.107	-0.001	**0.809**	0.161
A21	Adequate Accommodations	0.034	-0.132	-0.010	**0.097**	0.985
A22	Availability of Car Rents	0.040	-0.134	-0.001	0.075	**0.984**
A23	Closest Distance between the Tourist Destinations and the Transport Station	0.051	-0.129	-0.020	0.104	**0.981**
A24	Closest Distance between the Roads and the Tourist Attractions	0.030	-0.125	-0.020	0.089	**0.983**
A25	Smooth Traffic Flows	0.044	-0.143	0.009	0.098	**0.974**
A27	Complete Traffic Lights	0.022	-0.120	-0.029	0.109	**0.973**
A28	Availability of Tourist Safety Warranty	0.014	-0.036	**0.992**	-0.052	-0.019
A29	Low Level of Crime	-0.017	-0.021	**0.992**	-0.036	-0.003
A30	Friendly and Cordial Local People	0.007	-0.050	**0.983**	-0.060	-0.034
A31	Professional Tourism Workers	0.022	-0.025	**0.984**	-0.039	-0.047
A32	Ease of Mingling with the Local People	0.027	-0.048	**0.980**	-0.061	0.009
A33	Local People Upholding the Courtesy	-0.008	-0.008	**0.983**	-0.037	-0.030
A35	Absence of Illegal Retribution	0.022	-0.033	**0.963**	-0.028	0.052
A36	Ease of Finding Tour Guide	0.045	**0.982**	-0.037	0.125	-0.114
A37	Complete Travel Agent	0.040	**0.981**	-0.033	0.124	-0.099
A38	Ticket Reservation	0.080	**0.970**	-0.043	0.108	-0.133
A39	Responsible Tourist Destination Managers	0.040	**0.981**	-0.035	0.126	-0.099
A40	Availability of Financial Service	0.034	**0.970**	-0.024	0.109	-0.116
A41	Accessible Tourist Information Center	0.041	**0.979**	-0.033	0.121	-0.123
A42	Exciting Tour Packages	0.055	**0.974**	-0.027	0.120	-0.138

Source: Data analysis (2017)

To find out the assigned attributes on a factor, it was seen from the correlation value between the attributes and each factor. The rule of thumb used in this analysis was if the correlation value between attributes and each factor was greater than 0.5, the attribute had a strong level of connection with the factor. From the table 5, we obtain the correlation values between the attributes and each factor in summary as follows:

Table 5. Factors of Attribute Distribution

Factors	Attributes
Factor 1 (ATTRACTION)	(A1) Beauty of Natural Attractions, (A2) Artificial Tourist Attractions, (A3) Various Attractions, (A4) Attractive Events, (A5) Distinctive Local Cultural Diversities, (A6) Various Challenging Adventure Activities, (A7) Intriguing Shopping Activities, (A8) Intriguing Culinaries, (9) Affordable Cost, (A10) Interesting Religious and Spiritual Activities.
Factor 2 (AMENITIES)	(A12) Adequate Accommodations, (A13) Complete Shopping and Souvenir Centers, (A14) Exciting and Intriguing Event Venues, (A15) Hygiene and Permitted Restaurant, (A16) Availability of Complete Utilities, (A17) Complete Medical Assistances and Care Facilities, (A18) Hygiene of Public Facilities, (A19) Availability of Praying Spaces
Factor 3 (ACCESSIBILITIES)	(A21) Adequate Accommodations, (A22) Availability of Car Rents, (A23) Closest Distance between the Tourist Destinations and the Transport Station, (A24) Closest Distance between the Roads and the Tourist Attractions, (A25) Smooth Traffic Flows, (A27) Complete Traffic Lights
Factor 4 (HOSPITALITY)	(A28) Availability of Tourist Safety Warranty, (A29) Low Level of Crime, (A30) Friendly and Cordial Local People, (A31) Professional Tourism Workers, (A32) Ease of Mingling with the Local People, (A33) Local People Upholding the Courtesy, (A35) Absence of Illegal Retribution
Factor 5 (ANCILLARY)	(A36) Ease of Finding Tour Guide, (A37) Complete Travel Agent, (A38) Ticket Reservation, (A39) Responsible Tourist Destination Managers, (A40) Availability of Financial Service, (A41) Accessible Tourist Information Center, (A42) Exciting Tour Packages

Source: Data analysis (2017)

After the attributes were clustered, the naming process was implemented on each factor used to represent a collection of the attributes based on existing theories. From the result of the literary review and theory, there were severa names of factors based on a collection of the attributes that was clustered on the five factors as follows:

1. Attraction
   It meant that the availability of attractions in the tourist destinations used to attract tourists, for example: the natural, cultural, and social attraction.
2. Amenities
   It meanth that the availability of main supporting facilities in the tourist destinations, for example: accommodations, restaurants, exchange facilities forex, souvenir centers, and other supporting facilities related to tourist activities.
3. Accesibilities
   It meant that the availability of transportation tools which was able to be accessed by tourists
4. Hospitality
   It meant that the raise of cordiality around the tourist destinations

which created the comfortability of the tourist.

5. Ancillary
   It meant that there were tour or travel agencies so that the tourism activities were able to run well, for example: tour guides, travel agencies, booking ticket corner, and availability of information about the tourist destination.

5. Conclusion

The conclusions of this study were that:

1. The result of Cochran Q test analysis, there are 38 attributes of domestic tourist satisfaction on the tourist destination in Indonesia.
2. The result of the attribute rank, the first rank is the beauty of natural attractions, the second rank the unique artificial tourist attractions, and the 3rd rank was the cost and cleanliness of facilities and environment in the tourist destinations.
3. There are 5 main factors as the replacing 38 attributes i.e., attractions, amenities, accebilities, hospitalities, and ancillaries.
4. Tourism stakeholders in Indonesia can utilize the factors and attributes that have been found in this study so that the customer satisfaction is developed and the positive sensation among Indonesian domestic tourists was raised.

5.1 Managerial Implications

Five factors which affected tourism satisfaction as mentioned can be utilized by various stakeholders in the development of customer satisfaction strategy. Policymakers can also select, focus and or combine attraction, amenities, accesibilities, hospitality and ancillary factors, along with their dimensions to achieve the distinctive competitiveness of tourism destinations - whether the destination will be known as a high attractiveness in nature, adventure or famous for its friendliness and grandeur of its entertainment facilities. Furthermore, these five factors can also be used as the basis for the establishment of a complete measurement of tourist satisfaction instruments towards some tourism destination.

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