

Investigating Tourist Satisfaction: The Impact of Tourism Facilities and Service Quality in Mapak City, Ivory Coast

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ABSTRACT

This research explores the relationship between tourist facilities, service quality, and tourist satisfaction in Ivory Coast Mapak, Mataram City. Using a quantitative descriptive approach and multiple linear regression analysis, this study analyzes data collected through observation, documentation, and questionnaires from a purposive sample of 79 respondents. The findings reveal that tourist facilities and service quality are significant factors in understanding tourist satisfaction. However, it is important to acknowledge that other unexamined variables may also play a role in shaping tourist satisfaction. This study contributes valuable insights into the factors influencing tourist satisfaction in Ivory Coast Mapak, Mataram City.

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INTRODUCTION

Nestled in the southern part of Mataram City, Gading Coast Mapak, formerly known as Ketapang Beach, stands as a captivating coastal gem. This picturesque locale has witnessed a transformation into the Ivory Coast tourist attraction, a testament to the city government's foresight. This transformation is in alignment with the dynamic growth of Mataram City, responding to the escalating demand from the local community for recreation centers and leisure destinations.

Tourism facilities are the cornerstone of any thriving tourist destination, forming the bedrock of visitor experiences (Vengesai et al., 2009). These facilities play a pivotal role in crafting an environment that not only elicits a sense of pleasure but also delivers the convenience essential for tourists to fully immerse themselves in the offerings of the local tourism industry (Febriyana et al., 2020). Broadly defined, tourist facilities encompass the physical infrastructure and amenities that the management must provide to cater to the diverse needs and desires of tourists. From accommodation options to transportation networks and recreational venues, these facilities stand as the essential scaffolding upon which the tourist experience is constructed (COMCEC, 2017).

In tandem with these tangible elements, services occupy a central position in the tourism landscape (Santos, 2003). Services represent the direct and intangible interactions between service providers and tourists, designed with a singular aim to meet the multifaceted needs and desires of travelers. The impact of service quality on tourist satisfaction is indisputable, for it is through these interactions that tourists gauge the overall quality of their experience (Rafiq et al., 2012; Ranaweera & Neely, 2003). When tourism services are optimally delivered, tourists are more likely to find themselves satisfied, their expectations met or even exceeded. Conversely, when service delivery falls short, dissatisfaction can swiftly permeate the tourist experience, leaving visitors with a sense of unfulfilled expectations and diminished enjoyment (Sureshchandar et al., 2002).

Service quality is an intricate tapestry interwoven with products, services, human resources, processes, and the encompassing environments. It is a yardstick by which the value of a tourist's experience is measured, ideally rising to meet or surpass the lofty standards set by the discerning traveler (Lenka et al., 2009).

At the heart of this exploration lies the concept of tourist satisfaction, an integral facet of the tourism industry. It manifests as the subjective evaluation of a traveler's emotions and sentiments after comparing their perceived performance and results with their preconceived expectations. For

enterprises operating within the realm of tourism, tourist satisfaction stands as the ultimate aspiration, a lodestar guiding their endeavors. It materializes when the needs and desires of tourists are not just met but harmoniously fulfilled. On the other end of the spectrum, tourist dissatisfaction takes root when tourists' perceptions of performance fall short of their expectations or other established performance norms, tarnishing the perception of actual product performance (Sangadji and Sopiah, 2013). Within this context, our research seeks to illuminate the intricate web of factors that influence tourist satisfaction in this captivating coastal destination.

METHODOLOGY

In this study, we employ a research design that relies on regression analysis, following the approach outlined by Kumari & Yadav (2018). This analytical method is instrumental in scrutinizing data and extracting meaningful insights regarding the interplay between dependent variables and other relevant factors.

To gather data for our analysis, we employ a range of data collection techniques. The first method we utilize is the observation method, defined by Sugiyono (2010) as a systematic approach undertaken for specific research objectives. This method involves the systematic acquisition of data, aimed at providing conclusive insights or diagnostic outcomes.

The second data collection technique we employ is the documentation method. As outlined by Sugiyono (2010), this approach combines data collection and literature review. It entails presenting pertinent documents, such as literature sources, annual reports, journals, magazines, and scientific articles, to access data that contributes valuable insights into the research problem.

Additionally, we incorporate the use of questionnaires, following Sugiyono's (2010) guidance. These questionnaires serve as a valuable tool for assessing the impact of tourist facilities and service quality on tourist satisfaction in Ivory Coast, specifically in Mapak, Mataram City. The questionnaires were distributed to tourists who have experienced and utilized the tourist facilities and services available at the research location.

This methodology section provides an overview of the research design and the specific data collection techniques employed in the study, offering a comprehensive understanding of the research approach.

RESULT AND DISCUSSION

Ivory Coast, situated at the western tip of Mataram City, emerges as a prominent destination for culinary tourism due to its strategic location in the Mapak Indah neighborhood, Jempong Baru Village, Sekarbela District, Mataram City. Its geographical coordinates, precisely at 8°37'05" South Latitude and 116°04'28" East Longitude, make it easily accessible from the city center, requiring just a short 20-minute drive. However, access to the Ivory Coast Mapak area is somewhat constrained, allowing only one 4-wheeled vehicle to traverse its narrow path at a time. This limitation necessitates a system of orderly entry and exit from the Ivory Coast Mapak parking area. Impressively, Ivory Coast Mapak is effectively managed, evident in its pristine beach, spacious parking facility, and well-organized vehicle arrangements. The parking area can comfortably accommodate hundreds of 2-wheeled vehicles and dozens of 4-wheeled vehicles, with respective parking fees set at Rp. 2000 and Rp. 5000.

Upon entering the Mapak Ivory Coast tourist area, visitors are presented with an array of enticing attractions. These include the captivating Sunset Point, which offers breathtaking views of crashing waves and an opportunity to savor delectable seafood dishes. Notably, grilled fish stands out as a local specialty. Weekend afternoons, particularly Saturdays and Sundays, witness an influx of tourists who gather with family and friends to relish the panoramic sunset panorama while indulging in the savory seafood offerings provided by culinary trade outlets along the coast of Ivory Coast, Mapak.

Our hypothesis testing reveals significant findings regarding the factors influencing tourist satisfaction in Ivory Coast Mapak. Firstly, the variable of Tourism Facilities demonstrates a statistically significant influence on Tourist Satisfaction. This outcome is reinforced by a robust regression

coefficient value of 0.393. Moreover, the positive t-value of 2.862 exceeds the critical t-table value of 1.66437, with a significance value of 0.005 falling well below the conventional threshold of 0.05.

Secondly, our analysis unveils that the Service Quality variable significantly influences Tourist Satisfaction. This is exemplified by a notable regression coefficient value of 1.003, a t-value (2.566) surpassing the critical t-table value (1.66437), and a significance value of 0.012, which falls below the customary threshold of 0.05. These findings corroborate earlier research and provide further support for the positive relationship between Service Quality and Tourist Satisfaction, as previously elucidated in Rafiq et al. (2012) study.

Furthermore, when examining the joint influence of Tourist Facilities and Service Quality, our results emphasize their collective significance in shaping Tourist Satisfaction. The regression coefficient values of 0.393 for Tourism Facilities and 1.003 for Service Quality contribute to a t-value of 2.862 for the former and 2.566 for the latter. Both t-values exceed the critical t-table value (1.66437), and the significance values of 0.005 for Tourist Facilities and 0.012 for Service Quality fall below the conventional threshold of 0.05. This confluence of findings reinforces the pivotal roles played by both Tourist Facilities and Service Quality in enhancing Tourist Satisfaction.

Our research findings regarding the significant impact of Tourism Facilities on Tourist Satisfaction align with a body of previous research. Some studies demonstrated that the availability and quality of facilities, such as well-maintained restrooms, clean public areas, and convenient amenities, significantly influenced visitor satisfaction (Al-Laymoun et al., 2020; Bahar et al., 2020; Meidina et al., 2022; Puri & Singh, 2020; Susilawati et al., 2022). The positive correlation observed between these factors and satisfaction levels echoes our own findings in the context of Ivory Coast Mapak. This consistency in results underscores the universal importance of well-managed tourist facilities in enhancing the overall visitor experience and satisfaction levels.

Our study's revelation that Service Quality significantly influences Tourist Satisfaction is corroborated by extensive prior research. In the realm of service quality, the SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry in the late 1980s (Ladhari, 2009), has served as a foundational framework for assessing service quality in various contexts, including the tourism industry. According to this model, service quality is a composite of tangibles, reliability, responsiveness, assurance, and empathy. Numerous studies employing the SERVQUAL framework have consistently demonstrated that higher levels of service quality lead to greater customer satisfaction. For instance, a study by Chahal and Devy (2015) found that service quality significantly influenced tourists' intentions to revisit a destination. This research, along with others, underscores the importance of service quality as a critical determinant of tourist satisfaction, aligning with our own findings in the context of Ivory Coast Mapak.

The synergy between Tourist Facilities and Service Quality in influencing Tourist Satisfaction, as revealed in our study, is supported by previous research that highlights the complementary nature of these factors. A study conducted by several studies, they examined the interplay of destination attributes, including both physical facilities and service quality, in shaping tourist loyalty (Chahal & Devi, 2015; Reitsamer et al., 2016; Vengesayi et al., 2009). The results indicated that a combination of well-designed facilities and high-quality service positively impacted tourists' loyalty to a destination. Similarly, a study by Confente & Kucharska (2021) and Gorbatov et al. (2021), this study emphasized that the combination of physical infrastructure and service quality contributed to a destination's overall personality, influencing tourists' perceptions and satisfaction levels. These findings underscore the importance of considering both Tourist Facilities and Service Quality as interrelated elements in the pursuit of enhancing Tourist Satisfaction, reinforcing our own study's conclusions in the context of Ivory Coast Mapak.

In conclusion, our study underscores the pivotal influence of Tourism Facilities and Service Quality on Tourist Satisfaction in Ivory Coast Mapak, Mataram City. These findings substantiate the importance of investing in and maintaining top-notch facilities and services within tourist destinations. The implications of our research extend to tourism management and local authorities, emphasizing the significance of enhancing facilities and service quality to elevate tourist satisfaction, bolster tourism

revenue, and promote sustainable tourism development. Furthermore, businesses operating within the tourism sector should recognize the pivotal role they play in shaping tourists' experiences, as positive impressions lead to higher satisfaction levels and the potential for repeat visits and positive word-of-mouth recommendations. This study contributes to our understanding of the multifaceted factors that influence tourist satisfaction and highlights the critical need for continual improvement in the realms of tourist facilities and service quality.

CONCLUSION

In the context of Ivory Coast Mapak, Mataram City, our research has uncovered valuable insights into the factors influencing Tourist Satisfaction. This study has elucidated the critical roles played by Tourism Facilities and Service Quality in shaping the overall tourist experience and, consequently, satisfaction levels.

First and foremost, the availability and quality of Tourism Facilities emerged as a pivotal determinant of Tourist Satisfaction. Our findings resonate with previous research, which underscored the positive impact of well-managed and convenient facilities on visitor satisfaction. The significance of this relationship extends beyond Ivory Coast Mapak, emphasizing the universal importance of investing in and maintaining top-notch tourist facilities.

Equally compelling is the influence of Service Quality on Tourist Satisfaction, a relationship substantiated by our research. The convergence of our findings with established literature, including studies based on the SERVQUAL model, affirms the critical role of service quality in shaping tourists' perceptions and satisfaction levels. The implications are far-reaching, as they emphasize the paramount importance of delivering high-quality services across the tourism industry to enhance the visitor experience and drive satisfaction.

Furthermore, the combined influence of Tourist Facilities and Service Quality in shaping Tourist Satisfaction underscores the interplay between these factors. The synergy observed in our research aligns with prior studies that highlight the complementary nature of physical infrastructure and service delivery. This insight provides a holistic perspective for tourism management, local authorities, and businesses, emphasizing the need to consider both facets as interconnected elements in the pursuit of enhancing Tourist Satisfaction.

In conclusion, this study not only contributes to our understanding of the multifaceted factors influencing Tourist Satisfaction but also provides practical guidance for stakeholders in the tourism industry. The implications of our findings extend to tourism management, policymakers, and businesses, emphasizing the need for continual investment in Tourist Facilities and Service Quality to foster sustainable tourism growth, boost revenue, and create memorable experiences that leave tourists satisfied and eager to return. The lessons learned from Ivory Coast Mapak can be applied universally, promoting a culture of excellence in tourism destinations worldwide.

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Data Availability

The data is available upon reasonable request.

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