

The Influence of Tourism Facilities and Infrastructure on Tourist Satisfaction at Air Manis Beach Tourist Attraction Padang City

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Abstract

The tourist destination of Air Manis Beach in Padang City is one of the leading tourism destinations in Padang City, West Sumatra. This study aims to determine the effect of tourist satisfaction. This research uses quantitative methods by distributing questionnaires of as many as 100 respondents, model feasibility tests, classical assumption tests, and multiple linear regression tests. The research shows that the variables of facilities and infrastructure have a positive and significant effect on the variables of tourist attractions, while tourist satisfaction has a positive and significant effect on the variables of tourist objects.

Keywords: Facilities, Infrastructure, Tourist satisfaction, Air Manis Beach Tourism Objects Padang City West Sumatra.

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1. Introduction

Indonesia is one of the largest archipelagic countries in the world, consisting of thousands of islands, making tourist attractions everywhere. Diversity, so it is not surprising that Indonesia is no longer just a transit point. Also used as a tourist attraction. West Sumatra is a province located on the west coast of Sumatra. The land area of West Sumatra is 42,296.30 square kilometers, equivalent to 2.17% of Indonesia's area. West Sumatra is rich in biodiversity resources and natural beauty, including the outdoors, wildlife, islands, tropical rainforests, and beaches. One of the attractions of West Sumatra is Manis Beach in Padang. Tourism is one of the important components for driving economic growth around the world. Lately, even many countries depend their economies on tourism activities, such as Singapore, Hong Kong, Macau, Peru, Saudi Arabia, and many others Pradini and Hardini (2021).

All sectors, including the tourism sector, need infrastructure and facilities. Although there are differences in etymology between facilities and infrastructure, both have a very important relationship to support the success of a process. Air Manis Beach is located in South Padang, Padang City, West Sumatra. This beach has a beauty that makes the surrounding community visit the place; the infrastructure facilities available at Air Manis Beach are an entertainment stage, public toilets, motorbike and car parking, water sports, places to relax, a children's play zone, lodging, place ibadah. Air Manis Beach is attached to the historical story of Batu Malin Kundang In West Sumatra. In legend, Malin Kundang is a person famous for challenging his mother. Air Manis Beach is the most loved holiday destination for local and foreign visitors because it has sloping beaches and waves, making sense for horse riding, sports, or just playing waves on the seaside.

There is a small island named Banana Island, with an area of 1 ha, open to walk from the side of the sea at low tide. The people of Air Manis Padang Beach are partly fishermen. Air Manis Beach is a vacation spot that offers good as far as attractions, availability, and the travel industry support si administration. This destination will later turn a traveler after the attraction. By that, the fulfillment obtained by visitors will affect the progress of holiday destinations; Kotler in Tjiptono (2000: 90), "Tourist fulfillment is the level of individual sentiment after comparing exhibitions (results) that he feels are contrasted with his assumptions".

According to Pradini (2022), Information technology in the form of digital marketing is an important, effective, and influential tool in promoting the hospitality industry. Based on the initial survey results, researchers, through interview procedures with 20 tourists traveling to Air Manis Beach, found several problems associated with the non-fulfillment of tourist assumptions. This shows 65% screaming about the attitude of different guests who deliberately drive on the seaside by speeding to endanger visitors who walk enjoying the beauty, and many areas of children's play zones now make no sense to use, such as swings and promotion has rusted. Furthermore, 25% of visitors whine about surfboard rental administration arrangements that do not provide security preparation and direction, and there needs to be security, e.g., lifeguards and those who supervise them while surfing. In addition, 10% of visitors said there were no normal artistry attractions from the local area, which included the aim that visitors had just seen the legend of the stone malin kundang. In addition, half of the visitors are discouraged by the current status of Batu Malin Kundang holiday destination, not awake and aged. Researchers also found it themselves; for example, there is no dividing line around the malin kundang stone. As a result, the visitor area is closed, and some visitors intend to climb the malin kundang stone. Then, most sellers set their slowdown very close to the transport and consequently seem to be a place to slow down. In addition, many Batu Malin Kundang Studiah destinations are covered with a ton of garbage scattered around them.

In addition, 25% of visitors said there is no brand with Banana Island; products on banana island are equivalent to those sold by traders on the seaside of the water. Air Manis Beach is a banana island that can be reached on foot at low tide. Moreover, 20% of visitors complain that entering AirManis Beach needs a clear cushion and road.

Providing facilities and infrastructure and adequate infrastructure development are important supporting factors in attracting tourists to these attractions. The number of tourist

visits greatly affects regional income. Improving tourism infrastructure and facilities also means that the expansion of regional tourism in the city can increase. The government dominates the development of tourism facilities and infrastructure because the government can benefit greatly from the development (Suwantoro, Gamal., 2004. p 23).

2. Research method

2.1. Research Objects

The object of this study is Air Manis Beach, Padang City, West Sumatra. Air Manis Beach is one of the leading destinations in Padang City, West Sumatra. This beach is one of the popular tourist destinations that is always crowded with people. This beach is known for its small waves, beautiful panorama on its north side, and the legend of Malin Kundang. In addition to enjoying the beauty of the beach at Air Manis Beach, visitors can go around the beach and cross to Pisang Kecil Island and rent a motorboat to visit Sikuai Island, located next to Banana Island. Near Pantai, a restaurant sells grilled fish, kapau rice, and other snacks. Speedboat and ATV rentals are available.

2.2. Data Sources and Types

Primary Data obtained from The source of data in this study is primary data. Data collection through questionnaires distributed to community respondents in Padang City, from now on referred to as tourists. Sukunder's data is taken from written sources from reference books, mass media, and electronic media related to research.

2.3. Operational Definition and Variable Measurement

The Operational Definition describes useful research engagement and contracting effort, allowing other researchers to repeat the measurement process with the same effort or make better use of the corresponding measurement effort. Thus, it can be concluded that operational is a definition based on the nature of the observed variable. Activities in this study describe the variables to be tested so they can be operated on in data management. The research conducted as many as 2 independent variables, namely Facilities (X1) and Infrastructure (X2), against the dependent variable, namely Tourist Satisfaction (Y) at Air Manis Beach in Padang City.

This study uses quantitative analysis methods using primary data obtained by distributing questionnaires to respondents of Air Manis Beach tourists in Padang City and secondary data obtained in books, journals, or website articles related to this study. This study uses multiple linear regression analysis, which aims to determine the magnitude of the influence of independent variables, namely Facilities (X 1) and Infrastructure (X2), on the dependent variable, namely Tourist Satisfaction (Y), with the following formation:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Remarks :

Y: Traveller Satisfaction

a: constant

β_1 . β_2 : Regression coefficient

X1 : Means

X2 : Infrastructure

e: error

According to (Sugiyono, 2009), the population is a generalization area consisting o

objects/subjects with certain qualities and characteristics determined by research to be studied and then concluded. According to (Nanang Martono, 2017), the population is the number of objects or subjects that are in one place and meet the requirements that already exist and are relevant to the research problem.

Based on the above understanding, researchers conclude that populations are all objects with certain characteristics. So, this study's population will be all Air Manis Beach tourists in Padang City. The sample is a subset of the population, consisting of several members of Ferdinand's population (2014:171). Meanwhile, according to Ryan (2013), the sample is a subgroup of a selected population element to participate in a study. The sampling used is *Purposive Sampling*, i.e., the procedure for taking probability illustrations tested by certain standards.

From the formula described using the Slovin formula, we get a sample of 100 people. Moreover, the main purpose of filling out the questionnaire that respondents will answer focuses on tourists of Air Manis Beach in Padang City. The number of respondents, as many as 100 people, represents a sample of research made and taken from a predetermined population.

The data collection technique carried out by researchers is by using a questionnaire system or commonly called a questionnaire. The questionnaire itself is a data collection by asking respondents to answer questions provided by the researcher. Then the data collection results will be analyzed using the SPSS application.

The Likert scale was used for the measurement scale in this study. The Likert scale estimates an individual or group's perceptions, attitudes, and responses about an event or social phenomenon. The Likert Scale has five assessment items: strongly agree, agree, neutral, disagree, and strongly disagree.

The descriptive analysis method analyzes the data studied to test the findings obtained from the sample. The descriptive method is carried out by hypothesis testing. The results of this descriptive analysis will be seen whether the results of the hypothesis can generalize or not.

The study's results can be equated if the result (H_0) of the hypothesis is zero. Descriptive analysis usually uses one or more variables that have independent properties, so this analysis is not a form of comparison (Nuriah, 2019). In this study, the author will analyze the results of data related to Service Quality and Facilities on Consumer Decisions.

3. Results and discussion

The Influence of Facilities on Tourists on Air Manis Beach Tourism Objects in Padang City

The analysis results in this study obtained that the means have a positive and significant effect on tourist satisfaction to visit Air Manis Beach in Padang City. The analysis was strengthened by the results obtained through several tests, and the results of hypothesis testing using the t-test obtained significant values (α 0.025 two-tailed) so that they were obtained ($2,903 > 1,984$). From these criteria, researchers concluded that the variable positively and significantly affects Tourist Satisfaction with visiting Air Manis Padang Beach Tourism Object.

The Influence of Infrastructure on Tourists at Air Manis Beach Tourism Object in Padang City

The analysis results in this study obtained that infrastructure positively and significantly affects tourist satisfaction to visit Air Manis Beach in Padang City. The analysis was strengthened by the results obtained through several tests, and the results of hypothesis testing using the t-test obtained a significant value (α 0.025 two-tailed) so that it was not obtained ($5,379 > 1,984$). From these criteria, researchers concluded that the Infrastructure variable positively and significantly affects Tourist Satisfaction with visiting Air Manis Beach Tourism Object, Padang City.

The Effect of Tourist Satisfaction on Air Manis Beach Attractions in Padang City

Based on the management of research results through several tests, the variables of Sarana and Prasawana can have a positive and significant effect so that it can produce hypotheses whose overall results are significant.

4. Conclusion

The author has described the results of the variable research Facilities and Infrastructure has a positive and significant effect on Air Manis Beach Tourism Objects in Padang City. Based on research variables, Tourist Satisfaction is very positive and significant towards Facilities and Infrastructure, and t is likely to increase. In this study, the variable Facilities and Infrastructure shows that the influence between Tourist Satisfaction and tourist attractions is very positive and significant.

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