# Tourist Perception of Tourism Service Satisfaction
## (Case Study: Pantai Kelapa Forest Tourism in Tuban)

## Hendra Suwardana
Fakultas Teknik Industri Universitas PGRI Ronggolawe Tuban
suwardanahendra@gmail.com

## Miftachul Munir
## Muhammad Yusuf
Lecturer in Economic Education, Universitas PGRI Ronggolawe Tuban
miftahulmunir886@gmail.com
ucupabubakar@gmail.com

**ABSTRAK**

*Wana Wisata Pantai Kelapa merupakan salah satu objek wisata bahari di Kabupaten Tuban yang sudah cukup terkenal hingga ke luar daerah. Pantai Kelapa memiliki beberapa wahana yang tidak kalah jika dibandingkan dengan pantai-pantai lain di pesisirTuban. Tujuan penelitian ini adalah untuk mengetahui karakteristik wisatawan, Fasilitas, layanan, objek,aksesibilitas, pengembangan objek wisata Pantai Kelapa Berdasarkan tanggapan wisatawan. Metode yang digunakan adalah deskriptif kualitatif yaitu penelitian yang menggambarkan, meringkaskan berbagai masalah, kemudian menarik ke permukaan sebagai suatu ciri atau gambaran tentang kondisi, situasi ataupun variabel tertentu.Teknik pengumpulan data meliputi data pripmer (Observasi, Wawancara, Dokumentasi) dan Data Sekunder (Studiliteratur). Teknik Analisa data Meliputi Data reduction (Reduksi data), Data display (Pnyajian Data), Conclusion drawing (Penarikan kesimpulan). Hasil penelitian menunjukkan tanggapan wisatawan terhadap kepuasan pelayanan wisata Kelapa, kepuasan pelayanan wana wisata Kelapa sudah baik dilihat dari jawaban responden sangat setuju sebesar 51% dan setuju sebesar 54% atas variabel kuisioner yang diberikan. Maka dari tanggapan yang diberikan responden dapat disimpulkan bahwa kualitas pelayanan terhadap wisatwan sudah baik. Dengan dilakukannya penelitian ini diharapkan dapat memberikan rekomendasi pengembangan wahana sesuai dengan kebutuhan wisatawan untuk meningkatkann daya tarik wisata dan tetap mempertahankan kealamian di dalam wana wisata Kelapa sehingga kepuasan wisatawan terhadap  pelayanan di wana wisata pantai Kelapa meningkat.*

**Kata Kunci** *: Persepsi, Wisatawan, Wisata Pantai*

**ABSTRACT**

*Pantai Kelapa forest tourism is one of the marine tourism objects in Tuban Regency which is quite well known outside the region. Pantai Kelapa has several rides that are not inferior when compared to other beaches on the coast of Tuban. The purpose of this study was to determine the characteristics of tourists, facilities, services, objects, accessibility, the development of tourist attractions in Pantai Kelapa based on tourist responses. The method used is descriptive qualitative, namely research that describes, summarizes various problems, then draws to the surface as a feature or description of certain conditions, situations or variables. Data collection techniques include data primary (observation, interview, documentation) and secondary data (study literature).techniques analysis covering data reduction (data reduction), display data presentation), (data conclusion drawing (inference). The results showed that the tourists 'responses to the satisfaction of Pantai Kelapa tourism services, the satisfaction of Pantai Kelapa tourism services, were good. It was seen from the respondents' answers strongly agree with 51% and 54% agree on the variables questionnaire given. So from the responses given by respondents, it can be concluded that the quality of service to tourists is good. By doing this research, it is hoped that it can provide recommendations for the development of rides according to the needs of tourists to increase tourist attractiveness and maintain naturalness in the Pantai Kelapa tourism area so that tourist satisfaction with services in Pantai Kelapa tourism increases.*

**Keywords:** *Perception, Tourists, Coastal Tourism*

## INTRODUCTION

Indonesia has a very wide coastal area that stretches from Sabang to Merauke. The coastal area has a lot of potential that can be exploited, such as the potential for fisheries, marine, agriculture, energy and tourism. Tourism potential in coastal areas can bring benefits to both the government and local communities living around the coastal areas if it can be managed properly (Rif'an, 2012).

The beauty of coastal landscapes and distinctive ecosystems supports the potential for coastal areas to develop marine tourism for visitors who need preparation of facilities and optimal infrastructure. (Hidayat, 2016). Tuban Regency has an area with a coastline that stretches from Palang District to Palang District along 65 kilometers. Some of them are used as marine tourism objects and one of them is Pantai Kelapa forest tourism which is located in Bogorejo Village, Palang District.

Pantai Kelapa forest tourism is one of the marine tourism objects in Tuban Regency which is quite famous outside the region. This causes many tourists from within and outside the district to visit these attractions. Pantai Kelapa forest tourism has several rides that are not inferior when compared to other beaches on the coast of Tuban. The potential that is owned can still be developed even better. Therefore, to know the general description of Pantai Kelapa to know the tourist rides offered by Pantai Kelapa, to know the accessibility to the location of Pantai Kelapa and the development that needs to be done based on the perceptions or responses given by visitors to Pantai Kelapa So the authors took the research with the title "Community Perceptions of Service Satisfaction Pantai Kelapa Tourism, Palang District, Tuban Regency". The purpose of this research is to know the perception or response of tourists about the facilities of the Pantai Kelapa tourist attraction, to know the perceptions or responses of tourists about the accessibility of the Pantai Kelapa tourism object, to know the perceptions or responses of tourists about the development plan of Pantai

Kelapa tourism objects and to know the perceptions or responses of tourists about the object service satisfaction Pantai Kelapa toursim

## LITERATURE REVIEW

Based on the Regulation of the Minister of Tourism Number 3 of 2018, a tourist destination is a Geographical area located in one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility and communities that are related and complementary to the realization of tourism. .

Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or learning the uniqueness of the tourist attraction visited in a temporary period. (Sunaryo 2013)

Tourism is everything related to travel for recreation, tourism, and entertainment, which is carried out voluntarily and temporarily and is supported by various facilities and services provided by the community, businessmen, government and local governments. Tourism is carried out with the principle of upholding religious norms and cultural values, human rights, providing benefits to the people, and ensuring integration between sectors. (Law No.10 / 2009)

There are six types of tourism, namely tourism to enjoy travel, tourism for recreation, tourism for culture, tourism for sports, tourism for major trade, and tourism for conservation. Tourism to enjoy travel (pleasure tourism) is a type of tourism carried out by people who leave their homes for vacation, looking for new fresh air, enjoying natural beauty, to enjoy the folk tales of an area, to enjoy entertainment and so on. Tourism for recreation (recreation sites) is a type of tourism carried out by people who wish to use holidays for rest, to restore physical and spiritual fitness, which will refresh fatigue and exhaustion. Tourism for culture (cultural tourism) is a type of tourism characterized by a

series of motivations such as the desire to study in teaching and research centers, to study customs, the way of life of people of other countries, and so on. This type of tourism for sports (Tourism for sport tourism) aims for sporting purposes and is aimed at those who want to practice it themselves.big trade (business tourism) is a type of tourism in which the emphasized element is the opportunity used by travelers who use their time. freedom to enjoy himself as a tourist by visiting various tourist objects, while tourism for conservation is a type of tourism carried out by someone with the aim of activities in terms of nature conservation. (Katalinga, 2013).

**Tourism Facilities and Infrastructure**

Tourism facilities are the completeness of tourist destinations needed to serve the needs of tourists in enjoying their tour. The development of tourist facilities in certain tourist destinations and tourist objects must be adjusted to the needs of tourists. Moreover, market tastes can determine the demands for the means in question. Various tourist facilities that must be provided in tourist destinations are hotels, travel agents, transportation, restaurants and restaurants and other supporting facilities. Not all tourist objects require the same or complete facilities. The procurement of tourist facilities these must be tailored to the needs of tourists. (Dwiputra 2010)

Based on Regulation of Governmen tthe Republic of Indonesia Number 50 of 2011 concerning the master plan for national tourism development, Tourism Accessibility, includes:
a.  Provision and development of road, river, lake and ferry transportation, sea transportation, air transportation, and rail transportation;
b.  Provision and development of road, river, lake and ferry transportation infrastructure, sea transportation, air transportation, and rail transportation; and
c.  Provision and development of road, river, lake and ferry transportation systems, sea

transportation, air transportation, and rail transportation.

The development of tourism accessibility is intended to support the development of tourism and the movement of tourists towards destinations and the movement of tourists within the DPN.

The policy directions for the provision and development of road, river, lake and ferry transportation, sea, air and rail transportation include:
a.  Development and improvement of easy access and movement of tourists to destinations and the movement of tourists in the DPN; and the
b.  Development and improvement of the comfort and safety of the movement of tourists towards destinations and the movement of tourists in DPN

**Marine Tourism**

Pendit (in Abdillah. 2016) Marine tourism is a visit to a tourist attraction, especially to witness the beauty of the sea. Pantai Kelapa is located in Bogorejo Village, Palang District, Tuban Regency. This beach is ± 40 km from the center of Tuban City and ± 600 m from thepannorthtai highway. Pantai Kelapa has been managed by the Regency Perhutani Office since 2006. Accessibility to Pantai Kelapa quite good because it can be accessed by public transport and private cars. Demikian also the road is paved although not so lebar.Wahana travel in this beach is used as a camping spot for students or students. The supporting facilities that are owned by this beach are quite good because there are already available homestays, shopping places for souvenirs, places of worship, trash cans, and toilets that are in good condition. The natural beauty of this beach tourism area is still natural and has a natural forest nuance that ends in a cliff. Many shady trees adorn the beach including acacia, klampis, mahogany and others.

**Tourist Attraction**

Based on the Law of the Republic of Indonesia No. 10 of 2009, a tourist attraction is something that has uniqueness, beauty, and values in the form of a diversity of natural, cultural and man-made assets that are targeted or visited by tourists.

According to Witt (in Basiya R et al. 2012), is a tourist attraction for tourist motivation to visit a travel destination, travel destinations are classified into 4 types:

a. natural tourism attractions(natural attraction)that covers the landscape in the form of land and sea.
b. Building attraction is a tour that shows buildings and modern architecture, relics, archeology and monuments.
c. Tourist attraction managed by dedicated(managed attraction)is managed by the travel such as parks, zoos.
d. A Cultural attraction is a tour that shows culture including festivals culture,music and dance traditional, and museums.

**Quality of Tourism**

Services Public service is an effort made by a bureaucratic group or person to provide assistance to the community in order to achieve a certain goal. One of the implementations of public services is population administration in a government. Population administration is a series of structuring and controlling activities in the issuance of population documents and data through population registration and civil registration. Management of population administration information and utilization of the results for public services and development of other sectors. (Yayan, 2017).

Tjiptono et al (2011) argue that quality is a dynamic condition that affects products, services, people, processes and the environment that meet or exceed expectations. So that the definition of service quality can be interpreted as an effort to meet the needs and desires of tourists and the accuracy of their delivery in balancing tourist expectations. is of the opinion that service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership. Kotler (2010).

There are six core concepts about the object of satisfaction measurement (Tjiptono 2011):

a. Overall customer satisfaction
   Direct Customers were asked how satisfied with the product or service. Satisfaction is measured based on the company's product or service and compared with the overall level of satisfaction with competitors' products or services.
b. Dimensions of satisfaction
   Customer Identify key dimensions of customer satisfaction and ask customers to rate products or services based on specific items, such as speed of service, service facilities or staff friendliness. Ask customers to rate competitors' products or services based on specific items and determine the dimensions that are most important in assessing overall customer satisfaction.
c. Confirmation of expectations
   Satisfaction is not measured directly. However, it is concluded based on the suitability / mismatch between customer expectations and the performance actual of the product on a number of important attributes or dimensions.
d. Repurchase interest
   Customer satisfaction is measured based on behavior by asking the customer whether to shop or use the company's services again.
e. Willingness to recommend
   In the case of a product whose repurchase takes a relatively long time or is not a one-time purchase (such as a car purchase, home brokerage, life insurance, tour) the customer's willingness to recommend the product to friends or family.
f. Customer dissatisfaction
   Customer dissatisfaction includes complaints, returns, warranty costs, product recall and consumers turning to competitors.

Supranto (in Sangkaeng et al 2015) argues that satisfaction is the level of a person's feelings after comparing the perceived performance / results with expectations. Customer satisfaction is something the company hopes, especially in the sector hospitality. Satisfaction is obtained when the needs and desires of customers are met, while human wants and needs are always changing and have no limits.

Kotler and Keller (in Sangkaeng 2015) say that tourist satisfaction is the level of a person's feelings after comparing the performance of the product / service perceived with his expectations. Tourist satisfaction or dissatisfaction is a response to the evaluation of the mismatch or disconfirmation that is felt between previous expectations and the actual performance of the product that is felt after use, customer satisfaction is a after-evaluation purchase where the chosen alternative is at least the same or exceeds customer expectations, while dissatisfaction arises when the outcome (outcome) is ) does not live up to expectations (Tjiptono 2012). It can be concluded that tourist satisfaction is a comparison between the performance of the product produced and the performance perceived by tourists. If it falls below expectation, the traveler is not satisfied. If the performance meets expectations, the traveler is satisfied. If performance exceeds expectations, the traveler is very satisfied or happy.

**Tourism Development**

According Mukhsin, 2014, a tourism development plan consisting of a customer strategy by explaining the brand image strategy, namely by explaining objects superior and products with certain competitive themes. In developing the Core Strategy, there are several components, namely the Tourism Regional Development Strategy, the Transportation and Infrastructure Development Strategy, the Tourism Supporting Infrastructure and Facilities Development Strategy.

Based on the Regional Regulation of the Province East Java No.1 of 2018 concerning the Zoning Plan for the Coastal Zone and Small Islands of East Java Province 2018-2038, the direction for the development of the tourism zone is directed at:

a. Utilization of the coast and small islands as a tourism activity that does not conflict with culture and local traditional wisdom.

b. Consolidating the attractiveness of marine tourism to improve the regional economy and attract investment in accordance with the sustainability of marine conservation.

c. Development of education and participation for tourists and local communities in the use of coastal areas as tourist attractions.

d. Development of facilities and infrastructure to support marine tourism activities with building intensity rules according to the requirements.

e. The integration of marine tourism activities with the use of space that has strategic potential includes conservation, aquaculture, capture fisheries, and transportation.

**Tourists**

Based on Law no. 10 of 2009 concerning Tourism, the meaning of tourists is people who carry out tourism activities, while the meaning of tourism is a travel activity carried out by a person or group of people by visiting certain places for the purpose of recreation, personal development, or learning the uniqueness of the tourist attraction visited within a period of time. While, using restrictions regarding tourists in general: visitor (visitor) is any person who comes to a country or other place of residence and usually for any purpose except to do work that receives wages.

The same definition is conveyed by the World Tourism Organization (WTO, 2004) as avisitor for statistical purposes, anyone who visits a country that is not his or her own country for any reason except to get a job paid for by the country he is visiting.

Various types of tourist characters / typologies have been developed using various classifications. The classification is grouped

into two, namely on the basis of interaction (interaction type) and on the basis of cognitive-normative(models cognitive-normative models). The basis of interaction means the characteristics of the interaction between tourists and local communities, while the normative cognitive basis emphasizes the motivation behind a tourist's journey to an object. (Damasdimo, 2015)

Cohen (in Damasdino, 2015) with the interaction approach classifies tourists on the basis of the level of familiarization of the area to be visited. On this basis, Cohen distinguishes tourists into 4, namely: drifters, explorers, individual mass tourists, and Organized Mass Tourist. Then Smith (in Damasdimo, 2015) also distinguishes tourist characters into several classifications including: Explorer, Elite, Offbeat, Unusual, Incipient mass, Mass, and Charter. Typical tourists are divided into two, modern pilgrimage and search for pleasure . Using these two approaches, he divided tourists into groups: Existential, Experimental, Experimental, Diversionary, and Recreational.

**Tourist Segmentation**

Market segmentation is a process of classifying consumers into groups based on different needs, characteristics, and behaviors where each group can be selected as a target market to be achieved with a strategy specific

marketing mix (Kotler and Keller in Damasdimo, 2015). Every tourist has different needs. With different needs, expectations, and behaviors will affect the choices / preferences of tourists in choosing product the desired tourism. These choices are related to what will be enjoyed, consumed, and used in order to spend leisure at tourism objects. (Damasdimo, 2015)

Identifying tourist characters based on the four elements of market segmentation will be useful to determine the needs and characteristics of tourists and provide direction for tourism planners to select the most profitable groups to target. Knowledge about tourist market segmentation can be used to formulate a tourism product that is more market oriented according to the characteristics of tourists who come. (Damasdimo, 2015)

**Thinking Framework**

Thinking Framework in this study is to determine the perceptions of tourists on service satisfaction in Pantai Kelapa tourism based on facilities, access and tourism development as variables in the study. The concept of a frame of mind can be seen in Figure 1.
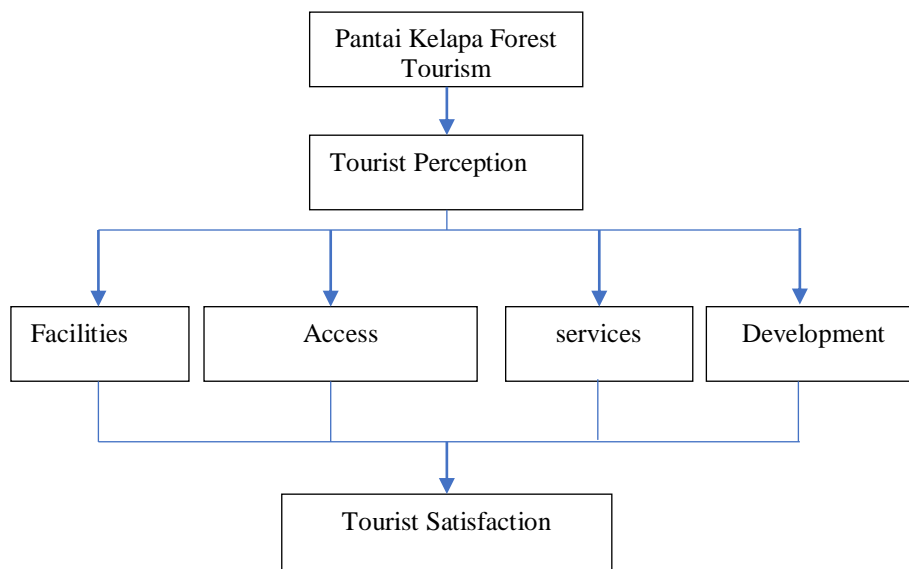
Figure 1: Thinking Framework

## METHODE

### Research Design

This type of research is descriptive qualitative, namely research that describes, summarizes various problems, then draws to the surface as a feature or description of certain conditions, situations or variables. research descriptive Qualitative data expressed in the form of words or sentences and descriptions (Burhan, Bungin. 2015). To examine the condition of natural objects where the researcher is the key instrument, the sampling of data sources is done purposively, the collection technique is triangulated, the data analysis is inductive / qualitative, and the results of qualitative research emphasize meaning rather than generalization.

### Population and Sample

The population in this study is the average number of monthly visitors in 2019 which is 9,051 visitors. The sample is part of the number and characteristics possessed by the population. The sample is carried out because the researcher has limitations in conducting research both in terms of time, energy, funds and a very large population. Then the researcher must take a sample that is truly representative (can represent). (Sugiyono, 2015). This sampling technique is by accidental sampling. Accidental sampling, sampling namely that is carried out by chance, i.e. anyone who accidentally meets the researcher can be used as a sample (Sugiyono, 2015) The sample in this study were tourists who visited Pantai Kelapa tourism area, with a total of 98 respondents.

### Time and Location of Research.

This research was conducted at the Marine Tourism Object, Pantai Kelapa Tourism on July 1 to August 31, 2020. Pantai Kelapa forest tourism is a tourist location managed by Perum Perhutani located in Bogorejo Village, Palang District with a location area of 32 hectares. Pantai Kelapa forest tourism is managed by the Jatirogo Forest Management Unit (KPH), previously managed by the Independent Business Unit (KBM).

### Data Analysis Method

Data Analysis used is analysis qualitative dataMiles and Huberman(in Sugiyono,2017) performed interactively with participants through questionnaires and interviews such as following:

a. Data Reduction

Reduce data means summarize, choosing the subject matters, focusing on things that are important, and look for themes and patterns, because data the amount of obtained from the field is quite large and needs to be recorded carefully and in detail. By doing data reduction, it will provide a clearer picture, make it easier for researchers to carry out further data collection, and search for it if necessary. Data reduction can be done with the help of a computer by providing codes for certain aspects of

b. Display Data

After the data is reduced, the next step is to display the data. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts, and the like. The most frequently used way to present data in qualitative research is narrative text.

c. Conclusion

The third step is the conclusion. Drawing conclusions is done by finding the meaning of the data that has been presented. From the data that has been collected, conclusions are drawn and then the conclusions are verified and tested for validity.

### The Research Procedure

Procedure is the steps used as a tool to collect data.The author discusses the research procedures that will be used during the study, the following schemes of research procedures can be seen in Figure 2:
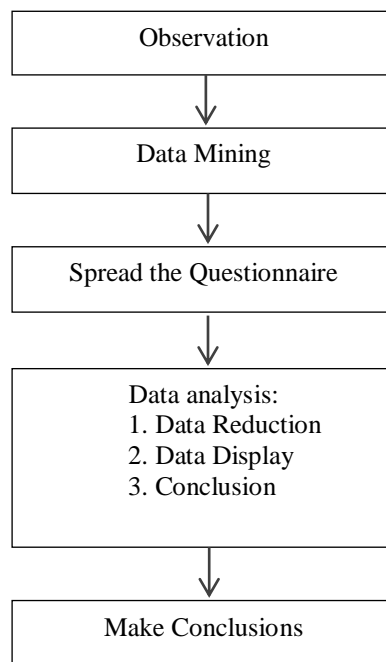
```
┌─────────────────────────────┐
│         Observation         │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│         Data Mining         │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│    Spread the Questionnaire │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│  Data analysis:             │
│  1. Data Reduction          │
│  2. Data Display            │
│  3. Conclusion              │
└─────────────────────────────┘
              │
              ▼
┌─────────────────────────────┐
│       Make Conclusions      │
└─────────────────────────────┘
```

Figure 2 : Research Procedure

## RESULTS AND DISCUSSION

Pantai Kelapa tourism is a well-known tourist attraction in Tuban Regency, Pantai Kelapa has a strong enough attraction seen from the number of visitors on Pantai Kelapa both from Tuban Regency and from outside Tuban.

Most of the tourists who visit Pantai Kelapa tourism area are young people aged 17 to 30 years. Tourist visits to Pantai Kelapa tourism continue to experience a fairly rapid increase every year, it can be seen in table 1.

**Table 1.** Data on the number of visitors in the last five years

| No | Year | Number of Visitors (People) |
|----|------|------------------------------|
| 1. | 2015 | 45,172 |
| 2. | 2016 | 68,833 |
| 3. | 2017 | 81,907 |
| 4. | 2018 | 109,220 |
| 5. | 2019 | 108,612 |

Source: Results of primary research data (2020)

Tourists visiting Pantai Kelapa forest tourism experienced a significant increase from 2015 to 2018 and experienced a decrease in the number of visits in 2019 seen from Table

Author has conducted interviews with 100 respondents who are in Pantai Kelapa tourism area, Response Respondents to Pantai Kelapa tourism facilities can be seen in Table

**The Results of The Tourist Interview on Pantai Kelapa Tourism Facilities**

15

**Table 2.** Respondents' response data to Variable 1 (Pantai Kelapa Tourism Facilities)

| No | Questions | SA | A | LA | DA | Total |
|----|-----------|----|----|----|----|-------|
| 1. | Pantai Kelapa tourism facilities are adequate | 13 | 68 | 14 | 5 | 100 |
| 2. | Accomodation of parking space is adequate | 11 | 55 | 30 | 4 | 100 |
| 3. | availability of toilets is sufficient | 9 | 40 | 44 | 7 | 100 |
| 4. | Places of worship in wa na beach tourism Kelapa is comfortable | 15 | 48 | 24 | 13 | 100 |

Source: Results of primary research data (2020) The

Data in table 2 shows the number of responses of 100 respondents to the questionnaire that has been given. It can be seen that the first question, there were 13 respondents strongly agreed, 68 respondents agreed, 14 respondents answered disagree and 5 respondents did not agree. In question 2, 11 respondents strongly agree, 55 respondents answered agree, 30 respondents answered disagreed and 4 respondents answered no agree. For question 3, there were 9 respondents who answered strongly agree, 40 respondents answered agreed, 44 respondents answered disagree and 7 respondents answered disagree. In question 4, there are 15 respondents who strongly agree, 48 respondents agree, 24 respondents disagree and 13 respondents disagree. After the respondent's response data is collected and tabulated, the data is then processed into a diagram to find out the percentage of responses respondents' so that it is easier to understand so that it makes the process of channeling and drawing conclusions on the responses given by the respondents Percentage diagram of respondent responses can be seen in Figure 3 in below:
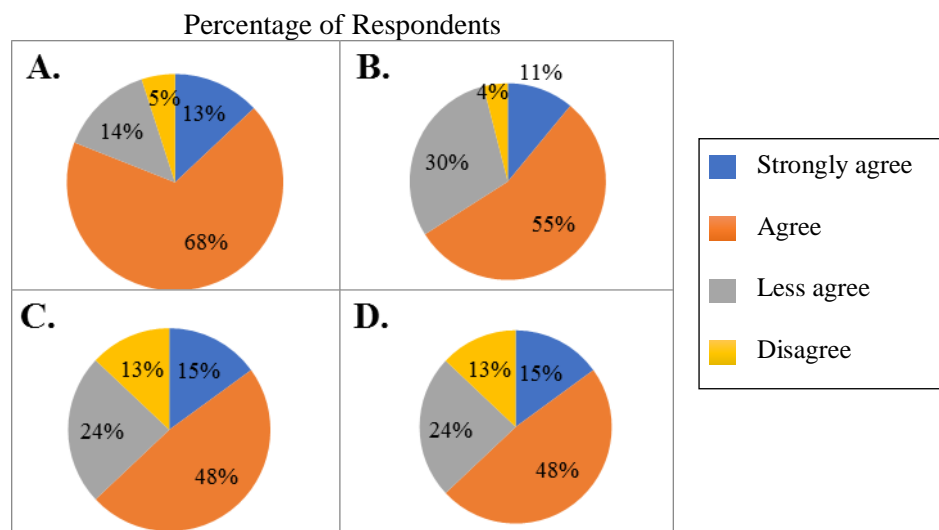


Source: Results of research data processing (2020)

**Figure 3:** Percentage diagram of respondents' responses to tourism facilities.

Information    :
    A        : Percentage of answers to Pantai Kelapa tourism facilities
    B        : Percentage of answers to parking space accommodation
    C        : Percentage of answers to sufficient toilets

D        : Percentage of answers to places of worship in Pantai Kelapa tourism

Figure 3 is a percentage of 100 respondents regarding Pantai Kelapa forest tourism facilities. In diagram A, which is a question about tourism facilities, 13% answered strongly agree with the reason that there are already sufficient facilities such as prayer room toilets and rides in it. and 68% of the total respondents answered agree that the facilities are adequate for most of the same reasons as respondents who answered strongly agree. 14% disagree with the reason that existing facilities such as toilets have not been able to reach all tourist areas. and 5% answered that they disagreed if the tourism facilities were adequate because there were still many facilities that needed to be repaired and added.

Diagram B is a percentage of the responses of 100 respondents to the accommodation for parking lots for the Pantai Kelapa tourism area. 11% answered strongly agree because they can park their vehicle anywhere in the tourist location and tourists can bring the vehicle to the desired location inside the tourist spot, 55% answered that they agree with the reason that the vehicle can be brought into the tourist location without leaving the vehicle outside the tourist location Whereas 30% answered disagree because the reason was not provided a place to park the vehicle safely and without supervision from the tourist service officer, and 4% answered disagree with the same reasons as the respondent who answered disagree and because there was no special place to park so that can interfere with beauty.

Diagram C shows the responses of 100 respondents to the availability of toilets in the Pantai Kelapa tourism area. 9% of all respondents answered strongly agree because the availability of toilets in tourist sites is sufficient, 40% answered agree with the reason that there are toilets in several tourist locations, from the diagram above it can also be seen that 44% and 7% answered disagree with the

reasons the location of the toilets is only in 2 places and with a distance between the toilet locations that are far away so that it has not reached all areas within the tourist sites and the cleanliness of the toilets is still not maintained.

Diagram D is the result of the presentation of 100 respondents' responses to the availability of places of worship within the tourism area. As much as 15% of all respondents answered strongly agree because the existing musholla is proper and clean, 48% answered agree, the reason most of the respondents were the same as respondents who answered strongly agree. As much as 24% answered disagree and 13% answered disagree with the reason that there is only 1 prayer room, so tourists far from the location of the prayer room must use their vehicle when they have to perform worship so it is quite troublesome for tourists. This shows that the quality of facilities in the Pantai Kelapa tourism area is adequate when seen from the responses of respondents who answered agree to the questions that have been given which is the highest answer to all answers.

**The Results of The Tourist Interview Regarding The Accessibility of Tourism Destinations.**

To go to a tourist location, there must be a link between the area of origin of tourists to the destination of tourists who need access or transportation to reach it.

The following are tourists 'responses to the accessibility of Pantai Kelapa tourism which can be seen in table

**Table 3** Data on respondents' responses to variable 2 (Accessibility of Pantai Kelapa tourism)

| No | Questions | SA | A | LA | DA | Total |
|----|-----------|----|----|----|----|-------|
| 1 | Access roads to the Pantai Kelapa tourism location is easy | 18 | 60 | 18 | 4 | 100 |
| 2 | Quality of roads in Pantai Kelapa tourism is the good | 7 | 45 | 38 | 10 | 100 |
| 3 | Affordability of public transportation to the affordable Pantai Kelapa tourism | 19 | 58 | 20 | 3 | 100 |

Source: Results of primary research data (2020)

Data in Table 3 shows the number of responses of 100 respondents to the questionnaire that has been given. It can be seen that in question 1 there are 18 respondents who answered strongly agree, 60 respondents answered agree, 18 respondents answered disagree and 4 respondents answered disagree. In question 2, 7 respondents answered strongly agree, 45 respondents answered agree, 38 respondents answered disagree and 10 respondents answered disagree. For question 3, 19 respondents answered strongly agree, 58 respondents answered agree, 20 respondents answered disagree and 3 respondents answered disagree. After the respondent's response data is collected and tabulated, the data is then processed into a diagram to determine the percentage of respondents' responses so that it is easier to understand so that it makes the process of channeling and drawing conclusions on the responses given by the respondent easier. Percentage diagram of respondents 'responses can be seen in Figure 4.
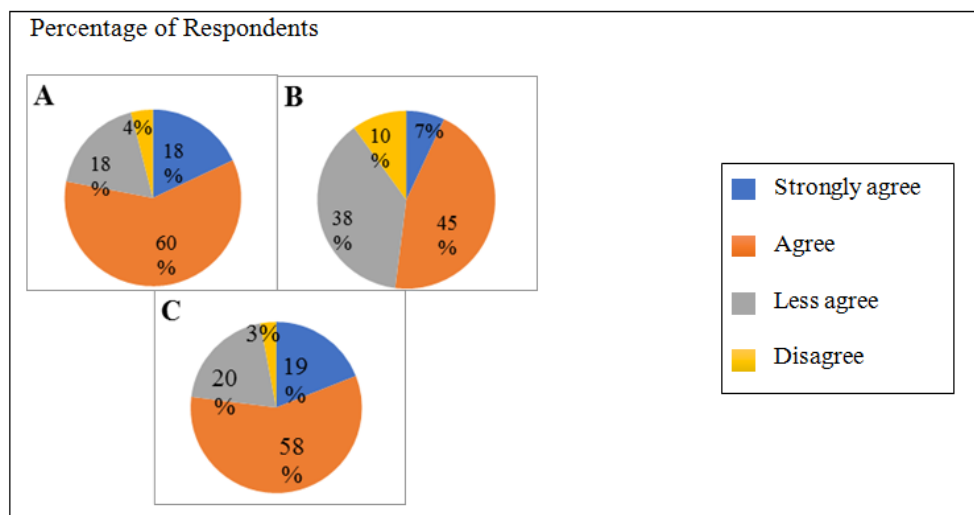


**Figure 4.** Percentage diagram of respondents' responses to tourism accessibility.

Note          :

A          : Percentage of answers to access to tourist sites
B          : Percentage of answers to quality of roads in Pantai Kelapa tourism
C          : Percentage of answers to affordability of public transportation to Pantai Kelapa tourism

Figure 4 shows a diagram the percentage of respondents' responses to the questions that have been asked. Diagram A shows the percentage of 100 respondents on the ease of

road access to Pantai Kelapa tourism. Of the 100 respondents, 18% answered strongly agree because access is easy to reach for everyone because of its location close to the north coast road, 60% answered agree with the reason for the road that can be traversed by small and large vehicles and a large signboard that can be seen from the highway makes it easy for first-time visitors. As much as 18% answered disagree and 4% answered disagree with the reason that the respondent's home area was far from the tourist location so that the trip took quite a long time. Diagram B shows the percentage of 100 respondents on the quality of the roads in the tourism area. Of the 100 respondents, 7% answered that they strongly agreed if the road quality was good on the grounds that there was already a road for vehicles to the location of the rides inside the tourist location, 45% answered agreed that the quality of the road in the tour was good because the existing road could be used for access all facilities and rides in the Pantai Kelapa tourism area. Meanwhile, 38% of the respondents answered that they did not agree and 10% answered that they did not agree if the quality of the roads in the tour was good because

according to them there were still many roads that were damaged and needed repairs, besides that there were also many dirt roads where better roads could be built. . Diagram C shows the percentage of 100 respondents on the availability of public transportation to tourism. Of the 100 respondents, 19% answered strongly agree, 58% answered agreed because there are several public transportation on the north coast road that passes through the Kelapa tourism area, 20% answered disagree and 3% answered disagree because there is no public transportation from the area to the Pantai Kelapa forest tourism so you have to bring your own vehicle if you have to visit tourist sites.

**The Results of The Interview Regarding The Tourism Development Plan.**

A tourist attraction will develop because of the presence of tourists, without any tourists visiting a tourist attraction location, the tourist attraction will die. The development of tourism objects is closely related to each individual, in this case, tourists. Table 4 shows the tourists' perceptions of the Pantai Kelapa tourism development plan.

**Table 4.**: Respondents' response data to variable C (tourism development plan)

| No | Question | SA | A | LA | DA | Number |
|----|----------|----|----|----|----|--------|
| 1 | It is necessary to do the floating of the beach tourism object | 62 | 38 | 0 | 0 | 100 |
| 2 | It is necessary to add new rides in the coastal tourism area of Kelapa | 49 | 51 | 0 | 0 | 100 |
| 3 | Before the addition of the way in ecotourism | 54 | 46 | 0 | 0 | 100 |
| 4 | Disagree if made pool in ecotourism beach Oil | 38 | 35 | 18 | 9 | 100 |
| 5 | Agree, if the added area selfie(selfie) | 55 | 38 | 2 | 5 | 100 |
| 6 | What needs to be done Intensive promotion | 36 | 47 | 10 | 7 | 100 |

Source: Results of primary research data (2020)

The data in table 4 shows the number of responses of 100 respondents to the questionnaire that has been given. It can be seen that in question 1 there are 62 respondents who answered strongly agree, 18 respondents answered agreed. In question 2, 49 respondents answered strongly agree, 52 respondents

answered agree. In question 3, there were 54 respondents who answered strongly agree, 46 respondents answered agreed. In question 4 a number of 38 respondents answered strongly agree, 35 respondents answered agree, 18 respondents answered disagree and 9 respondents disagreed. In question 5 a number

of 55 respondents answered strongly agree, 38 respondents answered agree, 2 answered disagree and 5 answered disagree. And on question 6 a number of 36 respondents answered strongly agree 47 respondents answered agree, 10 answers disagree and 7 disagree.

After the respondent's response data is collected and tabulated, the data is then processed into a diagram to find out the percentage of respondents' responses so that it is easier to understand so that it makes the process of channeling and drawing conclusions on the responses given by the respondent easier. Percentage diagram of respondents' responses can be seen in Figure 5.
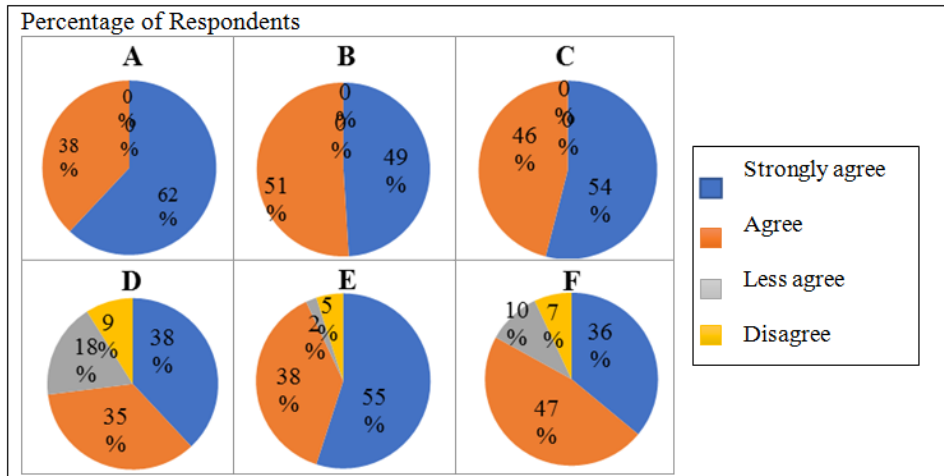


**Figure 5***: Percentage diagram of respondents' responses to tourism development plans.*

Information     :

    A          : Percentage of answers if development is carried out

    B          : Percentage of answers if new rides are added in Pantai Kelapa tourism

    C          : Percentage of answers if additional roads are added in tourism areas

    D          : Percentage of answers if a pool is made Swimming in Pantai Kelapa tourism area

    E          : Percentage of answers if you add area (*selfie* )

    F          : Percentage of answers if you add area (*selfie*)

Figure 5 shows a diagram of the percentage of respondents' responses to tourism development plans. In diagram A shows the percentage of 100 respondents that it is necessary to develop the Pantai Kelapa tourism area. Of the 100 respondents, 67% answered strongly that the quality of Pantai Kelapa tourism was better and many areas were still not developed, 33% answered that they agreed if development was carried out on Pantai Kelapa tourism on the grounds that the potential to be developed was still large and several new rides could still be built. inside it. 0% answered disagree with reasons As large as 0% of respondents answered disagree with the development of the Pantai Kelapa tourism area. Diagram B shows the percentage of 100 respondents to the need to add new rides in the Pantai Kelapa tourism area. Of the 100 respondents, 51% answered strongly agree, 49% answered that they agreed if new rides were added in the Pantai Kelapa tourism area on the grounds that the rides in the tourist sites were still lacking, there were still many locations inside that had not been used optimally and had the potential to new rides were built. As much as 0% answered disagree and 0%. Diagram C shows the percentage of 100 respondents to the need to add new roads in Pantai Kelapa tourism area. Of the 100

respondents, 54% answered strongly agree, 46% answered agree because there are still many roads in the location that are damaged and need to be repaired, besides that many locations are still in the form of dirt roads. 0% answered disagree and 0% answered disagree. Diagram D shows the percentage of 100 respondents to the need to build a swimming pool in the Pantai Kelapa tourism area. Of the 100 respondents, 38% answered strongly agree, 35% answered that they agreed if a swimming pool was built in the Pantai Kelapa tourism area to increase the attractiveness of tourists to the Pantai Kelapa tourism area. 18% answered that they disagreed and 9% answered that they added new roads in Pantai Kelapa tourism with the same reasons as respondents who answered strongly agree and respondents thought it was safer to use swimming than on the beach. The reason 38% of respondents answered strongly agree and 35% agreed because it was to increase tourist attractiveness. 18% answered that they disagreed and 9% disagreed because there was a sea that was clean and safe for swimming. Diagram E shows the percentage of 100 respondents to the need to add a selfie area. Of the 100 respondents, 55% answered strongly agree, 38% answered agree because to increase tourist attraction and many tourist areas that

have beautiful scenery,photo spots are needed *selfie*. Of the 100 respondents, 2% answered disagree and 5% answered disagree because there are already many beautiful natural photo spots in tourist attractions. And assume that if a photo spot is built it will reduce the naturalness of the scenery that is in the tourist location. Diagram F shows the percentage of 100 respondents to the need for intensive promotion. Of the 100 respondents, 36% answered strongly agree, 47% answered agreed because to introduce a tourist attraction to the wider community so that it invites public interest to visit the Pantai Kelapa tourism object, 10% answered disagree and 7% answered disagree if a promotion was carried out intensive because it is quite well known within and outside the region.

## The Results of The Tourist Interview on Forest Tourism Service Satisfaction

The superiority of a service product depends on the uniqueness and quality that the service considers whether it is in accordance with the expectations and desires of consumers. In this study a number of 100 respondents were given a questionnaire about service satisfaction in Pantai Kelapa tourism which can be seen in table 5.

**Table 5** Data on respondents' responses to service satisfaction in Pantai Kelapa tourism.

| No | Questions | SA | A | LA | DA | Total |
|----|-----------|----|----|----|----|-------|
| 1 | Ticket prices at Pantai Kelapa tourism area are appropriate | 15 | 46 | 30 | 9 | 100 |
| 2 | Ability of ticket attendants is adequate | 15 | 59 | 17 | 9 | 100 |
| 3 | Discipline Tourism service officers are adequate | 8 | 53 | 27 | 12 | 100 |
| 4 | There are officers in handling complaints | 8 | 38 | 46 | 8 | 100 |
| 5 | touristMerchant services in tourist attractions are good | 16 | 59 | 20 | 5 | 100 |

Source: Results of primary research data (2020)

Data in table 5 shows the number of responses of 100 respondents to the questionnaire that has been given. It can be seen that in question 1 there were 15 respondents who answered strongly agree, 46 respondents answered agreed, 30 respondents answered disagree and 9

answered disagree. In question 2, there were 15 respondents who answered strongly agree, 59 respondents answered agree, 17 disagreed and 9 respondents answered disagree. In question 3, there were 8 respondents who answered strongly agree, 53 respondents answered agree,

27 respondents answered disagree and 12 respondents answered disagreed. In question 4 a number of 8 respondents answered strongly agree, 38 respondents answered agree, 46 respondents answered disagree and 8 respondents disagreed. In question 5 a total of 16 respondents answered strongly agree, 59 respondents answered agree, 20 answered disagree and 5 answered disagree. After the respondent's response data is collected and

tabulated, the data is then processed into a diagram to find out the percentage of respondents' responses so that it is easier to understand so that it makes the process of channeling and drawing conclusions on the responses given by the respondent easier. Percentage diagram of respondents 'responses can be seen in Figure 6.
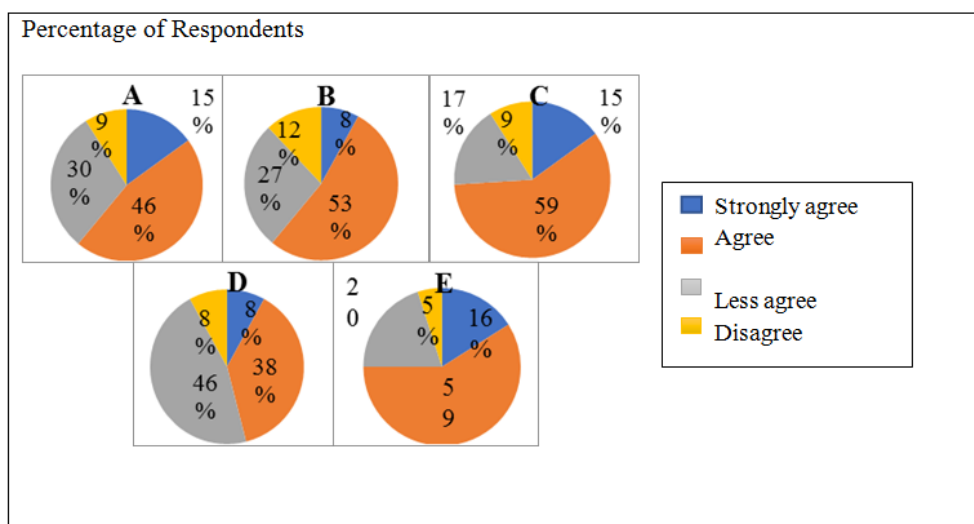


**Figure 6.** Percentage diagram of respondents' responses to tourism facilities.

**Discussion**

1. Tourist Perceptions of forest tourism Facilities

   The results of interviews conducted by the author to respondents about the attractiveness in terms of existing facilities, can be seen from the respondents' responses to the Pantai Kelapa tourism facilities which accumulated 53% of the answers agree and 12% strongly agree that the facilities in the Pantai Kelapa tourism area are adequate. While the accumulated answers disagree 28% and disagree 7% so that from the data above, the satisfaction of tourism services in terms of facilities in the Pantai Kelapa tourism area is good.

2. Tourists' Perceptions of Tourism

Accessibility Good access to tourist sites also affects Service Satisfaction to tourists. This can be seen from the responses of respondents who accumulated 54% of responses agreed and 15% of respondents responded strongly if accessibility in Pantai Kelapa tourism was already good. The accumulated responses to perceptions of accessibility showed 25% disagreement and 6% agree. This shows that the accessibility of Pantai Kelapa tourism is good and easy to reach by tourists.

3. Perception of Tourists on forest tourism Development

   Respondents' responses if the development is carried out get a good response as evidenced by the 47% agreeing response

and the response to the agreeing answer of 41%. which is the highest percentage of all responses. Meanwhile, the accumulated responses of disagreement and disagreement were 9% and 4%. This proves that tourists strongly agree if development is carried out in accordance with the responses given by respondents.

4. Tourists' Perceptions of Service Satisfaction

In terms of service, customer satisfaction with services is seen from the responses given by respondents who accumulated 51% agreed responses and 12% strongly agreed if the service in Pantai Kelapa tourism was good so that visitors were satisfied with the service provided. For responses, only 28% disagree and 9% disagree, which indicates that the respondent agrees that the tourist attraction in terms of service to tourists is good.

## Overview of Pantai Kelapa

Pantai Kelapa forest tourism is a tourist location managed by Perum Perhutani, which is located in Bogorejo Village, Palang District with an area of 32 hectares. Pantai Kelapa forest tourism is managed by the Jatirogo Forest Management Unit (KPH), previously managed by the Independent Business Unit (KBM). The management of Pantai Kelapa tourism area is one of the efforts to optimize the potential resources of former Timber Collectors (TPK) which are no longer functional due to reduced sources of timber forest products.

## The History of Pantai Kelapa

As a potential resource was optimized for KPH revenue as a tourism place from 2003 to 2005. In 2006, with the decree of the main director of Perum Perhutani number 54 / KPTS / Dir / 2005 concerning the Organizational Structure of Perum Perhutani, there was a separation of management, management of resources. Daya Hutan is carried out by KPH (Forest Management Unit) while marketing is carried out by KBM (Independent Business Unit),

including marketing / management of tourist objects. So that the management of Pantai Kelapa forest tourism from 2006 to 2015 was managed by KBM (Mandiri Bisnis unit).

## Facilities and Infrastructure

Development of tourist facilities in certain tourist destinations and tourist objects must be adjusted to the needs of tourists.Pantai Kelapa tourism has a special characteristic that other tourism doesn't have in the form of a shady stretch of klampis forest and a long stretch of beach. The existing facilities and infrastructure in Pantai Kelapa tourism area are as follows.

a. Selfie area
b. Camping ground,
c. Mushola
d. Toilet
e. Place to change and rinse.

In addition, Pantai Kelapa tourism also has entertainment facilities in the form ofgames in the *outbound* form of *flying fox*, *flying bike,* flying carpet, ATV.

## CONCLUSION

Respondents' responses to Pantai Kelapa facilities accumulated 53% agreeing that the facilities in the Pantai Kelapa tourism area are adequate. So it can be concluded that the facilities in the Pantai Kelapa tourism area are adequate according to tourists. Good access to tourist sites also affects service satisfaction to tourists. This can be seen from the responses of respondents who accumulated 54% agreed responses This shows that the accessibility of Pantai Kelapa tourism is good and easy to reach by tourists. Respondents agree that if development is carried out in the future, this can be seen from the responses of 47% of respondents strongly agree if do development for the future. So it can be concluded that consumers are satisfied with the services provided in terms of facilities, accessibility and good development of Pantai Kelapa tourism. The responses of tourists about Pantai Kelapa tourism services also get positive responses from respondents determined by 51% of the

responses agree that the Pantai Kelapa tourism service is good. From the responses of tourists about the accessibility of Pantai Kelapa tourism objects, the respondents got the results that 54% agreed that the accessibility of Pantai Kelapa tourism was good. So it can be concluded that the service satisfaction to tourists in the Pantai Kelapa tourism area is good.

Based on research that has been carried out in the field, the authors provide suggestions based on the perceptions of tourists to develop rides according to the needs of tourists to increase tourist attractiveness and maintain naturalness in the Pantai Kelapa tourism area so that tourist satisfaction with services in Pantai Kelapa tourism increases. Additions and improvements to basic facilities such as toilets and prayer rooms also need to be done in the future, given the large area of tourist attractions. Road improvements within tourist sites also need to be done to provide comfort so as to increase service satisfaction to tourists.

## REFERENCES

Abdillah, D. (2016). Pengembangan Wisata Bahari di Pesisir Pantai Teluk Lampung. Jurnal Destinasi Kepariwisataan Indonesia Vol. 1 No. 1 , 49-50.

Basiya R, Hasan A R 2012. KualitasDaya Tarik Wisata, Kepuasan dan Niat Kunjungan Kembali Wisatawan Mancanegara di Jawa Tengah, Jurnal pengembangan Ilmu Ilmu kepariwisataan & perhotelan. Vol 11 No 2 Hal 1-12

Burhan, Bungin (2015). Metodologi Penelitian Kualitatif. Jakarta : Rajawali Pers.

Damasdimo, F. (2015). Studi Karakteristik Wisatawan dan Upaya Pengembangan Produk Wisata Tematik di Pantai Goa Cemara, Pantai Kuwaru, dan Pantai Pandansimo Baru Kabupaten Bantul. Studi Karakteristik Wisatawan dan Upaya Pengembangan Produk Wisata Tematik di Pantai Goa Cemara, Pantai Kuwaru, dan Pantai Pandansimo Baru Kabupaten Bantul , 311-313.

Dwiputra Roby 2010. Preferensi WisatawanTerhadap Kawasan Wisata di Kawasan WisataAlamErupsi Merapi. Jurnalperencanaan wilayah dan kota, vol 24 No 1 Hal 35-48

Gubernur Jawa Timur Peraturan Daerah Provinsi Jawa Timur No, 1 Tahun 2018 Tentang Rencana Zonasi Wilayah Pesisir Dan Pulau-Pulai Kecil Provinsi Jawa Timur Tahun 2018-2038. 2018. Surabaya.

Hidayat, M. (2016). Strategi Perencanaan dan Pengembangan Objek Wisata Studi Kasus Pantai Pangandaran Kabupaten Ciamis Jawa Barat). Tourism & Hospitality Essential (THE) Journal , 33.

Juwitasari Citra 2017 Persepsi Wisatawan Terhadap Kualitas Pelayanan Pramuwisata di Taman Wisata Alam Sangeh Bali, Skripsi Fakultas Pariwisata Universitas Udayana Denpasar

Katalinga G. 2013 Analisis Ekonomi Dan Daya Dukung Pengembangan Ekowisata Pulau Pari Kepulauan Seribu Jakarta,Skripsi Fakultas Ekonomi dan Manajemen Institut Teknologi Bogor

Kotler, Philip & Kevin L. Keller. 2009. Manajemen Pemasaran. Terjemahan oleh Bob Sabran. Jakarta. Erlangga.

Marcelina S D, Febrianto I, Setiawan A (2018). Persepsi Wisatawan Terhadap Fasilitas Wisata Di Pusat Latihan Gajah Taman Nasional Way Kambas. Jurnal Belantara Vol. No 2 Hal 45 – 53

Marharani T, Any A 2016, Daya Tarik Morotai Sebagai Destinasi Wisata

Mukhsin Dadan 2014. Strategi Pengembangan Kawasan Pariwisatagunung Galunggung (Studi Kasus Kecamatan Sukaratu Kabupaten Tasikmalaya). Jurnal Perencanaan Wilayah dan Kota, Vol.14 No.1 Hal. 1-11.

Murti Hestara Cahya (2013). Persepsi Wisatawan terhadap Pengembangan Objek Wisata Batang Dolphin Center, Jurnal Bumi Indonesia. Vol 2 No 2 Hal. 260-267

Peraturan menteri pariwisata republik indonesia no, 23 tahun 2015 tentang petunjuk teknis dana alokasi khusus sub bidang pariwisata. 2015. Jakarta.

Peraturan Menteri Pariwisata Republik Indonesia No. 23 Tahun 2018 Tentang Petunjuk Operasional Dana Alokasi Khusus Fisik Bidang Pariwisata. 2018. Jakarta.

Peraturan pemerintah republik indonesia nomor 50 tahun 2011 Tentang rencana induk pembangunan kepariwisataan nasional Tahun 2010 – 2025. 2011. Jakarta.

Putri Nindy Eka, Silfeni, Ferdian F 2016. Strategi Promosi Melalui Media Periklanan Desa Wisata Kubu Gadang Kota Padang Panjang. jurnal Pendidikan dan Keluarga. Vol 9 No 2 hal 113 – 121.

Rif'an, A. A. (2012). Daya Tarik Wisata Pantai Wediombo Sebagai Alternatif Wisata Bahari Di Daerah Istimewa Yogyakarta. Jurnal Geografi STIPRAM Yogyakarta , 64.

Sangkaeng S, mananeke L, Oroh G S (2015) Pengaruh Citra, Promosi dan Kualitas Pelayanan Obejek Wisata Terhadap Kepuasan Wisatawan di Objek Wisata Taman Laut Bunaken Sulawesi Utara. Jurnal riset ekonomi, manajeman, bisnis dan akuntansi. Vol 3 No 3.

Sejarah Dan Bahari ,Jurnal Kepariwisataan Indonesia Vol. 11 No. 1 26-46

Simamora Bilson, 2002. Panduan Riset Perilaku Konsumen. Surabaya: Pustaka Utama.

Sugiyono. (2015). Metode Penelitin Kombinasi (Mix Methods). Bandung: Alfabeta.

Sunaryo Bambang 2013 Kebijakan Pembangunan Destinasi Pariwisata Terhadap Konsep Dan Aplikasinya. Yogyakarta, Gava Media

Tjiptono F, GregoriusC. 2011. Service, Quality and Satisfaction. ANDI, Yogyakarta.

Weenas, J. R. (2013). Kualitas Produk, Harga, Promosi, dan Kualitas Pelayanan Pengaruhnya Terhadap Keputusan Pembelian Spring Bed Comforta . jurnal EMBA Fakutas Ekonomi Bisnis UNSRAT Manado , 609-610.

Wulandari M, Winarno G D, Setiawan A Darmawan A (2019). Persepsi Wisatawan terhadap Objek Daya Tarik Wisata di Kebun Raya Liwa Kabupaten Lampung Barat, Jurnal Belantara. Vol 2. No 2. Hal 84 – 93

Wulandari, M., Winamo, G. D., Setiawan, A., & Darmawan, A. (2019). Persepsi Wisatawan Terhadap Objek Daya Tarik Wisata di Kebun Raya Liwa Kabupaten Lampung Barat. Jurnal Belantara Fakultas Pertanian Universitas Lampung , 92.

Yayan, R. (2017). Kualitas Pelayanan Publik Bidang Administrasi Kependudukan di Kecamatan Pasirjambu. Jurnal Ilmiah Magister Ilmu Administrasi (JIMIA) , 56-57.