Model of Tourist Destination in Cibuntu Village, West Java

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ABSTRACT

A6 model consist the attributes of tourist destination that are attraction, accessibility, amenities, available package, activities, and ancillary service. They both have an influence on increasing tourist satisfaction. Health protocol is also the perception to enhance tourist satisfaction in new normal. Consequently, health protocol plays an important role in boosting the tourist satisfaction in Cibuntu Village, West Java. This study analyses the relationships proposed in SERVQUAL, which consist five core components of service quality: tangibles, reliability, responsiveness, assurance and empathy. The sample in this study was 200 respondents from the tourists who experienced at least one time of visiting Cibuntu Village. This study using questionnaires in the kind of Google form, consists of 23 items. Five hypotheses were formulated and tested. The finding of this study found from all respondents is also going down more than four-time experiences. Then offer a promotion for the young generation or under 25-year-old market segment. In the new normal, the application of health protocols determines tourist satisfaction in Cibuntu Village, West Java. The process of building, designing, and defining a sustainable tourism village, we must collaborate with the central government and local government in the new normal situation. Cibuntu Village should collect the data from the tourist visiting Cibuntu village and save it as guest history to offer a suitable promotion in new normal.

1. INTRODUCTION

Travel & Tourism is one of the world's largest sectors in socio-economic development and job creation. It is a key role in driving prosperity, empowering women & youth and other groups of societies (Hidayat, 2011; Pyke et al., 2016; Syafitri et al., 2019). In terms of GDP and employment, the advantages of travel & tourism spread far beyond its direct impacts and also are indirect benefits through supply chain linkages to other sectors as well as its induced effects (Andereck & Nyaupane, 2011; Jalilifar & Moradi, 2019; Sofronov, 2018). COVID-19 has affected our lives, our sector and the global economy in an unprecedented time. These things are challenging us to think about the future (Maharani & Mahalika, 2020; Soehardi et al., 2020).

President Joko Widodo has signed Government Regulation Number 21 of 2020 concerning large-scale social restrictions in order to accelerate the handling of 2019 Corona Virus Disease (COVID-19) (Maharani & Mahalika, 2020; Rizal, M., Afrianti, R., & Abdurahman, 2021). Based on data from the Covid-19 Handling Task Force and National Economic Recovery, the number of confirmed cases of Covid-19 in West Java province was 238,613 cases, the number of recovered cases in West Java province was 204,882 cases or 85.9% of the total provincial confirmed cases, the number of cases died in West Java province as many as 2,858 cases or 1.2% of the number of confirmed cases in the province (Anggarini, 2021; Maharani & Mahalika, 2020; Nugraha, 2021).

Sustainable development is perhaps one of the most over-present concepts of last decades, actively directing and determining the creation of new policies, (global) strategies and actions (Carayannis & Morawska-Jancelewicz, 2022; Magomedkhan & Sadovoy, 2021). Villages represent rather small communities: small settlements, hosting from a few dozen to a few hundred inhabitants, inextricably linked to the rural areas. In general, the socioeconomic context in which rural communities thrive in the 21st century is changing rapidly, but is still characterized by some characteristics that distinguish it from other types of settlements, such as infrastructure or service availability (Ruhanen, 2013; Sylvia, 2017). One of the most important shortcomings of infrastructure in rural areas is in terms of mobility. Another thing is seen in digital infrastructure and digital skills.

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Sustainable tourism is concerned with social justice and economic viability as well as the physical environment, and is also about the future (Acharya & Halpenny, 2013; An & Alarcón, 2020; Risteskia et al., 2012). Ethical tourists will be concerned with a broader range of issues that the archetypal green tourist. Eco-tourists are largely motivated by a desire to see the natural history of a destination, someone whose main motivation for taking a trip is to see wildlife and communities in their natural habitat is named as the eco-tourist (Acanto, 2016; Gallato et al., 2012; Hitchcock & Dann, 1998; Sacramento & Geges, 2020). It has less exploitative, soft form of small-scale tourism that has a relatively low impact, but it is sustainable tourism. The eco-tourism has two main sources, which includes the growing concern over green issues and media wildlife and travelogue programs (Bahari & Ashoer, 2018; Firdaus & Tutri, 2017; Septemuryantoro, 2020). Tourists' expectations have been influenced by an improvement in their everyday standard of living and housing amenities, which make them, always demand something extra when they are on holiday; and product innovations by organizations that are then copied by competitors and become the norm (Karam & Ghazi, 2017; Merli et al., 2019; Perdana et al., 2021).

Cibuntu Village has potential tourism area for Mountains (Forests, National Parks, Camping Grounds, etc.) are 14,96 hectares, for Cave are 0,025 hectare, for Cultural heritage are 0,175 hectare, for Historical sites, and Museums are 0,5 hectare and for Waterfall are 0,5 hectare. Furthermore, Cibuntu Village was first formed on 2012. On 2016, 5th Best Homestay in Asean and 3rd Winner of District Level Village Competition has been achieved (Kartika et al., 2019; Sukmana et al., 2018). On 2017, Community Based Tourism Rank 2 National, Winner of Sapta Pesona Regency Level, Open Defecation Free Village and 3rd Winner of the Saptonan Competition, Regency Level has been achieved. On 2018, 1st Winner of the Kuningan Kodim Solo Dance Competition and The Favorite Stand of the West Java Tourism Exhibition has been achieved. On 2019, First Winner of the Sub-district Level UN Acceleration, 1st Winner of District Level K.3 Competition, Indonesia Sustainable Tourism Awards Green Category (Tourism Management), Tourism Village Initiator from the Regent of Kuningan, Anugerah Desa Maju (HU Fajar Cirebon), Anugerah Desa Wisata Shining (HU Fajar Cirebon), The Infestation Tourism Village Award (HU Fajar Cirebon) and First Winner of the Sub-district Level UN Acceleration has been achieved.

The comparison total number of Tourists have visits Cibuntu Village on 2019 the number of tourists has visit Cibuntu Village is 28,964 tourists, if compete with 2020 the number of tourists has visit Cibuntu Village is 12,039 tourists shrink up to almost 60 percent. Therefore, the researcher interested in conducted the research with aims to analyses the relationships proposed in SERVQUAL, which consist five core components of service quality: tangibles, reliability, responsiveness, assurance and empathy tourist satisfaction in Cibuntu Village.

2. METHODS

This research model examines sequential relationships proposed in SERVQUAL, which consist five core components of service quality: tangibles, reliability, responsive-ness, assurance and empathy. A6 model consists the attributes of tourist destination that are attraction, accessibility, amenities, available package, activities, and ancillary service. They both have an influence on increasing tourist satisfaction. Health protocol is also the perception to enhance tourist satisfaction in new normal. Consequently, health protocol plays an important role in boosting the tourist satisfaction.

The questionnaires will be collected by using Google form as the result 200 questionnaires had been collected from tourist have visit Cibuntu Village. The aim of the data collection is to create a model of tourist destination in Cibuntu Village. This research is to discover the guests' mean score, the maximum and minimum value and standard deviation, which is to know the condition of the respondent's answer "5" is high and "1" is low. The variable consists of 23 items. Question number 1 to question number 5 is the questions of demographic. Question number 6 to question number 15 is the questions of SERVQUAL. Question number 16 to question number 27 is the question of 6A Model. Question number 28 to question number 40 is the question of health protocol. Question number 41 to question number 50 is the question of tourist satisfaction.

3. RESULTS AND DISCUSSIONS

Convergent Validity Test Results is show in Table 1. Based on the Table 1, the test results show a correlation between the reflexive indicator scores and the latent variable scores, all of which are above 0.6 and even above 0.7 (high) so it can be concluded that all indicators on the latent variables are adequate.

Discriminant validity is comparing the square root of average variance extracted (AVE) value of each construct with the correlations between other constructs in the model, if the square root of average variance extracted (AVE) construct is greater than the correlation with all other constructs, it is said to have

good discriminant validity. It is recommended that the measurement value should be greater than 0.50. The results of the Discriminant Validity and Composite Reliability tests are shown in the Table 2.

Table 1. Convergent Validity Test Results

Variable	SERVQUAL	6 A Model	Health Protocol	Tourist Satisfaction
SERVQUAL 1	0.686			
SERVQUAL 2	0.892			
SERVQUAL 3	0.825			
SERVQUAL 4	0.849			
SERVQUAL 5	0.908			
6 A Model 1		0.881		
6 A Model 2		0.921		
6 A Model 3		0.945		
6 A Model 4		0.956		
6 A Model 5		0.911		
6 A Model 6		0.918		
Health Protocol 1			0.790	
Health Protocol 2			0.622	
Health Protocol 3			0.788	
Health Protocol 4			0.640	
Health Protocol 5			0.652	
Tourist Satisfaction 1				0.891
Tourist Satisfaction 2				0.902
Tourist Satisfaction 3				0.851
Tourist Satisfaction 4				0.887
Tourist Satisfaction 5				0.867

Based on Table 2, the results of the Discriminant Validity and Composite Reliability tests in the table above, the value of the square root of average variance extracted (AVE) for each construct with correlations between other constructs in the model is greater than 0.5. Because the square root of average variance extracted (AVE) construct is greater than the correlation with all other constructs above 0.5, it is concluded that this model has good discriminant validity. Composite reliability (ρc) is the indicator group that measures a variable has good composite reliability if it has composite reliability 0.7, although it is not an absolute standard.

Table 2. Discriminant Validity and Composite Reliability Test Results

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
SERVQUAL	0.839	0.900	0.891	0.634
6 A Model	0.965	0.966	0.972	0.850
Health Protocol	0.712	0.746	0.812	0.569
Tourist Satisfaction	0.927	0.930	0.945	0.774

Goodness of Fit Model was measured using R-square dependent latent variable with the same interpretation as regression; Q-Square predictive relevance for structural models, measuring how well conservation values are generated by the model and also the estimated parameters. Q-square value > 0 indicates the model has predictive relevance; on the other hand, if the value of Q-Square 0 indicates that the model lacks predictive relevance.

The value of Q^2 has a value with a range of $0 < Q^2 < 1$ (0.601 and 0.417) so it can be concluded that this research model is good. Hypothesis testing (β, γ, and λ) was carried out using the Bootstrap resampling method. If the p-value 0.05 (alpha 5%) is obtained, it is concluded that it is significant, and vice versa. If the results of hypothesis testing on the outer model are significant, this indicates that the indicator can be used as an instrument to measure latent variables. Meanwhile, if the test results on the inner model are significant, it can be interpreted that there is a significant effect of latent variables on other latent variables.

Table 3 show to the data of the testing theoretical models by using five hypotheses and its result obtained showed that hypotheses are H1: SERVQUAL of tourist destination has a significant impact on Health Protocol of tourist destination. SERVQUAL affects Health Protocol in a positive direction (0.322) and significant (P value 0.022 < 0.05). H2: 6A Model of tourist destination has a significant impact on Health

Protocol of tourist destination. 6 A Model affects Health Protocol in a positive direction (0.478) and significant (P value 0.001 < 0.05). H3: SERVQUAL of tourist destination has a significant impact on Tourist Satisfaction. SERVQUAL affects Tourist Satisfaction in a positive (0.271) and significant (P value 0.067 < 0.05). H4: 6A Model of tourist destination has a significant impact on Tourist Satisfaction. 6A Model affects Tourist Satisfaction in a positive direction (0.582) and significant (P value 0.000 > 0.05). H5: Health Protocol of tourist destination has a significant impact on Tourist Satisfaction. Health Protocol affects Tourist Satisfaction in a positive direction (0.935) and significant (P value 0.000 < 0.05).

Table 3. Hypothesis Test Results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
SERVQUAL -> Health Protocol	0.322	0.340	0.140	2.299	0.022
6 A Model -> Health Protocol	0.478	0.463	0.144	3.327	0.001
SERVQUAL -> Tourist Satisfaction	0.271	0.057	0.142	1.908	0.067
6 A Model -> Tourist Satisfaction	0.582	0.575	0.131	4.431	0.000
Health Protocol -> Tourist Satisfaction	0.935	0.948	0.073	12.785	0.000

The result is male with 108 respondents from a total of 200 respondents or 54.0 % from all respondents is the majority. Furthermore, the respondent between 25 years old until 54 years old with 128 respondents from a total of 200 respondents or 64.0 % from all respondents are the majority. However, the age of respondent under 25 years old with 32 respondents from a total of 200 respondents or 16.0 % from all respondents are minority. Moreover, master or doctoral degrees with 104 respondents from a total of 200 respondents or 52.0 % from all respondents are the majority.

However, the background of education is senior high school with 36 respondents from a total of 200 respondents or 18.0 % from all respondents are minority. In addition, the result one-time experience of respondent visiting Cibuntu Village with 96 respondents from a total of 200 respondents or 48.0 % from all respondents are the majority. However, two until three-time experience of respondent visiting Cibuntu Village with 60 respondents from a total of 200 respondents or 30.0 % from all respondents is decreasing, and also more than four-time experience of respondent visiting Cibuntu Village with 44 respondents from a total of 200 respondents or 22.0 % from all respondents is decreasing.

Based on these results, this study found that in general, Cibuntu village as a tourism village has a strong potential to be developed into one of the national strategic tourism areas in Indonesia (Agung & Mantoro, 2017; Sianipar et al., 2021). The availability of asset can be utilized to deepen interest in cultural heritage and historical places. The COVID-19 protocol significantly affects tourist satisfaction and return visit interest and has a positive relationship with these two endogenous variables (Marhanah & Wahadi, 2016; Syafitri et al., 2019).

It is in line with previous study that state conducted study to discusses the potential of the Dieng Kulon Tourism village (central java province), as one of the National Strategic Tourism Areas in Indonesia, in the areas of attraction, accessibility, amenities, ancillaries, available package and activity (Setiawan & Wiweka, 2018). The research results indicated Dieng Kulon tourism village has the potential to develop as a National Strategic Tourism Area, and based on Tourist Area Life Cycle (TALC) model, Dieng Kulon Tourism village is in the development phase. Other study also conduct similar study by identifying tourism potential in Lake Toba through the attribute theory of tourist destinations (attraction, accessibility, amenities, accommodation and ancillary service) (Setiawan et al., 2020). The result of this research is Lake Toba has the potential to attribute tourist destinations on 5A's. In terms of local community participation level, the community response to its involvement in tourism destination attributes in Lake Toba can be categorized in the "partnership" phase.

The implication of this research is to provide a model of tourist destinations in Cibuntu Village, West Java. This study will be useful for tourist destinations, and tourists in knowing more about the tourist destination model especially in Cibuntu Village, West Java. The suggestions for Cibuntu Village should collect the data from the guests visiting Cibuntu village and save it as a guest history database to offer a suitable promotion in the new normal. It will result in guests who are interested in coming back to visit Cibuntu village.

4. CONCLUSION

Based on the results is tourists experienced Visiting Cibuntu Village for one time with 48.0 % from all respondents are going down for two until three-time experience of respondent visiting Cibuntu Village with 30.0 % from all respondents. All respondents visiting Cibuntu Village with 22.0 % from all respondents are also going down more than four-time experiences. Secondly, we should offer a promotion for the young generation or under 25 years old market segment, because it is seen from the results is only 16.0 % from all respondents are minority. Thirdly, in the new normal, the application of health protocols determines tourist satisfaction in Cibuntu Village, West Java. We see that in the process of building, designing, and defining a sustainable tourism village, we must collaborate with the central government and local government in the new normal situation.

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