

Tourist Satisfaction Level of Pramuka Island During the COVID-19 Pandemic

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ABSTRACT

The Thousand Islands is the only island-based marine tourism destination in Jakarta. As the name suggests, the Thousand Islands consist of thousands of small islands, one of which is Pramuka Island. Pramuka Island is not only a tourist destination but also serves as the administrative center of the Thousand Islands. This makes Pramuka Island play a crucial role in the development of the surrounding islands to enhance tourist satisfaction. The significant decline in tourist visits in 2021 was seen due to the impact of the Covid-19 pandemic. Therefore, it is important to understand the level of visitor satisfaction on Pramuka Island so that tourism destination managers can improve the quality of their services. This study aims to determine the level of visitor satisfaction on Pramuka Island during the Covid-19 pandemic based on a comparison between expectations and reality perceived by visitors regarding product quality and tourism services. This study was conducted in 2022 using a quantitative approach with a sample of 191 respondents. The research instrument was a 19-item questionnaire, which was then analyzed using Microsoft Excel to determine the average value of the gap between expectations and reality perceived by visitors to Pramuka Island. The calculation results showed that the satisfaction level based on product quality was 0.55, categorized as quite satisfied, and service quality was 0.53, categorized as quite satisfied. The purpose of this research is to obtain an overview of visitor satisfaction levels. Therefore, it is hoped that Pramuka Island destination managers will improve service and product quality to increase tourist visits to Pramuka Island.

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1. Introduction

Indonesia is the world's largest archipelagic country with abundant marine resource potential. This potential includes the beauty of marine ecosystems, biodiversity, and the unique culture of coastal communities, which can be utilized as strategic assets in sustainable tourism development. The tourism sector itself is a key driver of the national economy, contributing US\$17.6 billion in foreign exchange in 2021 (Ministry of Tourism, Republic of Indonesia, 2021). Marine tourism has become a leading subsector in national tourism development because global trends show a significant increase in interest in marine and coastal-based tourism (Marine Tourism Strategic Plan, 2020). In this context, the Thousand Islands were designated as a national priority destination based on DKI Jakarta Provincial Regulation Number 1 of 2012 concerning Regional Spatial Planning (RTRW). This area boasts various natural attractions and tourist activities, including snorkeling, diving, fishing, and island tourism scattered around Pramuka Island, which also serves as the administrative center of the Thousand Islands Regency. However, the COVID-19 pandemic has significantly impacted tourist visits.

Data from the Thousand Islands Tourism and Culture Office recorded a decline in tourist visits to Pramuka Island, from 44,997 in 2019 to only 4,711 in 2021. Based on DKI Jakarta Governor Decree Number 1245 of 2021 concerning Community Activity Restrictions (PPKM), which regulates mobility restriction policies, such as PSBB and PPKM, the maximum number of visitors is limited to 25% of normal capacity. This decline has implications for tourist perceptions, particularly regarding service, comfort, and the quality of tourist facilities. In consumer satisfaction theory, perceptions of service quality compared to initial expectations will determine the final level of satisfaction experienced by tourists (Heath & Wall, 2012). Therefore, measuring tourist satisfaction is crucial for the recovery and development strategy for post-pandemic tourism destinations. This study aims to identify tourist satisfaction with the marine tourism destination of Pramuka Island during the COVID-19 pandemic and provide recommendations for strengthening services based on tourist experience.

2. Research Methodology

This study used a quantitative approach with descriptive statistics. The objective of this approach was to describe the level of tourist satisfaction with product and service quality on Pramuka Island based on the match between expectations and reality. The primary data collection instrument was a questionnaire, designed based on indicators of product quality and service quality. The population in this study was all tourists visiting Pramuka Island during 2021, with an average of approximately 390 visits per month. The sampling technique used was simple random sampling (probability sampling), with the sample size calculated using the Krejcie and Morgan table at a 95% confidence level and a 5% margin of error. Based on a population of 392 people, a sample size of 191 respondents was determined.

Primary data was collected through a questionnaire designed using a 1–5 Likert scale, consisting of two sections: expectations and reality. There were 19 items in total, consisting of six indicators of product quality, 10 indicators of service quality, and three indicators of tourist satisfaction. The questionnaire was completed in person with the assistance of the researcher to ensure respondents understood the questions. Secondary data was obtained from literature, statistical reports, and other supporting documents. Dimensions of Tourism Product Quality Variables are attractions, amenities, and accessibility. Dimensions of Tourism Service Quality Variable are five dimensions of SERVQUAL: tangibles, reliability, responsiveness, assurance, and empathy.

Each item in the questionnaire uses a Likert scale with five levels of assessment, ranging from very low (1) to very high (5). Assessments were conducted on two aspects: the level of expectations and the level of reality perceived by tourists regarding each indicator. Data were analyzed using quantitative descriptive techniques, calculating the average (mean) for each variable. The level of satisfaction is calculated based on the GAP value, which is the difference between the average actual value (MSS) and the average expected value (MIS), using the formula:

$$\text{GAP} = \text{MSS} - \text{MIS}$$

The measurement results are classified into five levels of satisfaction based on the following scale:

Table 1. Five Levels of Satisfaction

Scale	Levels of Satisfaction
0.81 – 1.00	Very Satisfied
0.66 – 0.80	Satisfied
0.51 – 0.65	Somewhat Satisfied
0.35 – 0.50	Less Satisfied
0.00 – 0.34	Dissatisfied

Source: Researcher, 2022

The calculations were performed using Microsoft Excel. The findings from the GAP analysis were used to summarize tourist perceptions of the quality of services and tourism products on Pramuka Island.

3. Result and Discussion

The level of visitor satisfaction on Pramuka Island can be described by the match between their expectations and their perceptions after using the quality of products and services on Pramuka Island. According to the Expectancy-Disconfirmation theory, if the perceived

reality falls short of expectations, visitors will be dissatisfied. Conversely, visitors will be highly satisfied if the perceived reality exceeds their expectations. If expectations match the perceived reality, visitors will be satisfied.

To determine the level of visitor satisfaction on Pramuka Island, the gap between expectations and reality regarding product quality and service quality on Pramuka Island was calculated. Based on the questionnaire responses completed by 191 respondents, the following results were obtained:

Table 2. Satisfaction Level of Product Quality of Pramuka Island

Attribute	Expectation	Perception	Gap	Criteria
Natural beauty of the island	3.29	4.12	0.83	Very Satisfied
Availability of various attractions	3.38	3.87	0.49	Less Satisfied
Ease of access to facilities	3.52	3.97	0.45	Less Satisfied
Quality infrastructure	3.48	3.95	0.47	Less Satisfied
Comfort & transport suitability	3.56	4.06	0.5	Less Satisfied
Feasibility & accessibility	3.62	4.15	0.53	Fairly Satisfied

Source: Researcher, 2022

The table above explains the calculation based on the average value of expectations and reality regarding the quality of Pramuka Island tourism products, with attributes (attraction) ranked 1-2, (amenities) ranked 3-4, and (accessibility) ranked 5-6. The average score of expectations obtained was 3.48. While the average score of reality obtained was 4.02, meaning that the level of conformity to reality was greater than visitor expectations. This is in line with the average value of the comparison gap between expectations and reality of Pramuka Island visitors of (0.55), with the category of "Less Satisfied".

The results of this test are in line with the research conducted by Rindani (2016) entitled "Tourist Satisfaction Regarding the Attractions of Air Manis Padang Beach Tourism", based on the results of the study, reviewed from the indicators of Attraction, Accessibility, Facilities, and Ancillary, it is sufficient to meet tourist satisfaction, but the managers of the Air Manis Padang Beach tourist attraction should maximize and realize all management and development targets, especially in terms of attraction by paying attention to the components of attractions, accessibility, facilities, and ancillary so that tourists feel satisfied or very satisfied.

Table 2 explains the results of the calculation of data from 191 respondents regarding the attributes of the beauty of Pramuka Island, with clear seawater and beautiful white sand, received an expected rating of 3.29 and a perceived reality of 4.12, with a comparative Gap percentage (0.83) in the "Very Satisfied" criteria. From the results of interviews with several respondents, who stated that the beauty of the sunset panorama and the perceived pristine natural conditions are the main attractions that encourage interest in visiting Pramuka Island. Meanwhile, other attributes such as the availability of various types of tourist attractions, water sports, and tourist recreation received an expected rating of 3.38 and a perceived reality of 3.87 with a comparative Gap percentage (0.49) in the "Less Satisfied" criteria.

This was felt by visitors to Pramuka Island due to the impact of the COVID-19 pandemic, which caused several tourist attractions and recreation activities to be suspended. Until the time of this research, only a few types of tourist activities were available for visitors. In connection with the increasing demand, tourist destination managers have begun to optimize the tourist recreation activities that visitors expect. The average comparison gap value indicates that the highest level of suitability for the attraction element is found in the attraction attribute of Pramuka Island, while the lowest level of suitability is found in the availability of tourist attractions.

Furthermore, the table also explains the results related to the attributes of the diversity of tourist facilities and the availability of easy-to-use public facilities, which received an expected rating of 3.52 and a perceived reality of 3.97, with a comparison gap percentage of 0.45 falling within the "Unsatisfied" criteria. Visitors stated in interviews that supporting tourist facilities were still considered inadequate, such as the lack of waiting rooms and the limited availability of public toilets. Unfortunately, supporting facilities must be improved to support the needs of a tourist attraction that is attracted by its natural beauty. Other attributes, such as the availability of accommodation buildings, dining options, and high-quality infrastructure, received an expected rating of 3.28 and a perceived reality of 3.95, with a comparison gap percentage of 0.47 falling within the "Unsatisfied" criteria. At the time of this research, the Pramuka Island tourism management was undergoing a complete renovation of its tourist facilities. This was one reason why visitors were not optimally utilizing the existing tourist and public facilities on Pramuka Island.

The average comparison gap score indicates that the level of suitability of amenities is higher in the availability of higher-quality infrastructure compared to the availability of tourist facilities, although both were still rated as less than satisfactory. Meanwhile, the research results for the ease of transportation dimension, which included suitability of price, time, and comfort, received an expected rating of 3.56 and a perceived rating of 4.06, with a comparison gap of 0.50 falling within the "Unsatisfied" criteria. In reality, to purchase boat departure tickets, visitors had to queue from 1:00 a.m. Western Indonesian Time (WIB) to obtain their preferred transportation option due to limited passenger numbers for the fast boat. Other attributes, such as the availability of a spacious dock and the feasibility of transportation, which facilitates tourists, received an expected rating of 3.62 and a perceived rating of 4.15, with a comparison gap of 0.53 falling within the "Quite Satisfied" criteria.

The Jakarta Tourism Office, in collaboration with the Ministry of Public Works and Public Housing (PUPR), has implemented measures to build a suitable pier and add 10 fast boats from the Jakarta Provincial Transportation Office to facilitate tourist access to the Thousand Islands. This has influenced visitor satisfaction levels in terms of ease of access to Pramuka Island. The average comparison gap value indicates that the highest level of suitability for the accessibility element is found in the attributes of feasibility and ease of access, while the lowest suitability is found in comfort and suitability of tourist transportation.

Table 3. Satisfaction Level of Service Quality of Pramuka Island

Attribute	Expectation	Perception	Gap	Criteria
Physical facilities	3.27	3.78	0.52	Fairly Satisfied
Cleanliness of tourist sites	3.46	3.90	0.44	Less Satisfied
Willingness to serve	3.56	4.09	0.52	Fairly Satisfied
Hospitality of local residents	3.55	4.11	0.56	Fairly Satisfied
Prompt service	3.57	4.12	0.55	Fairly Satisfied
Initiative in meeting visitor needs	3.57	4.10	0.53	Fairly Satisfied
Availability of safety equipment	3.59	4.07	0.47	Less Satisfied
Ensuring visitor safety	3.58	4.12	0.55	Fairly Satisfied
Special attention to visitors	3.57	4.14	0.57	Fairly Satisfied
Empathy and understanding	3.63	4.18	0.55	Fairly Satisfied

The table above explains the calculation based on the average value of expectations and reality regarding the quality of Pramuka Island tourism services, attributes (Tangible) ranked 7-8, (Reliability) ranked 9-10, (Responsiveness) ranked 11-12, (Assurance) ranked 13-14 and (Empathy) ranked 15-16. The average score of expectations was 3.35. While the average score of reality was 4.06, meaning that the level of conformity between the level of reality was greater than the expectations of visitors. It can be seen that the average value of the Gap comparison between the expectations and reality of Pramuka Island visitors was (0.53), with the category "Quite Satisfied". The results of this study are in line with research conducted by Sulistiyanto (2020) entitled "The Effect of Service Quality and Tourist Attractions on Tourist Satisfaction." Based on the results of this study, it can be seen that if the quality of service at Widuri Beach is better, then tourists will be more satisfied. Conversely, if the quality of service at Widuri Beach is poor, tourist satisfaction will decrease.

Table 3 explains the results of the data calculation of 191 respondents regarding the attribute of service availability in the form of physical facilities, which received an expected rating of 3.27 and a perceived reality of 3.78, with a comparison gap percentage (0.52) falling within the "Quite Satisfied" criteria. Interviews with several visitors during observations regarding the physical evidence of service stated that it was quite complete but needed updating and maintenance for easier use. Meanwhile, other attributes, such as cleanliness on Pramuka Island and the availability of trash bins, received an expected rating of 3.46 and a perceived reality of 3.90, with a comparison gap percentage (0.44) falling within the "Not Satisfied" criteria. This was obtained from interviews with several visitors to Pramuka Island because of the many old trees that are blown by the wind, causing leaf litter, and are not regularly cleaned by cleaning staff, resulting in scattered dry leaves that give the impression of a slum.

Along with the obtained average comparison gap value, it can be interpreted that the highest level of conformity of the tangible element is found in the attribute of the availability of tangible services, while the lowest conformity is found in the cleanliness of the Pramuka

Island tourist area. In addition, the results of the study related to the attribute of willingness to provide services for needs obtained an expectation rating of 3.59 and a perceived reality of 4.09, with a comparison Gap percentage (0.52) in the "Quite Satisfied" criteria. Tourists can feel the willingness of service providers to provide tourism information related to the advantages of Pramuka Island. The attribute of the hospitality of the local community in providing easy-to-understand tourism information received an expectation rating of 3.55 and a perceived reality of 4.11, with a comparison Gap percentage (0.56) in the "Quite Satisfied" criteria. This is proven when the local community is willing to provide recommendations and tourism references to visitors who ask for the best spots to enjoy the beauty of nature. Along with the average value of the comparison Gap, it can be interpreted that the highest level of suitability of the reliability element is found in the attribute of the hospitality of the local community in providing tourism information, while the lowest suitability is in the willingness of service providers to provide the same service to all visitors. Furthermore, related to the responsiveness attribute of service providers in fulfilling tourists' needs, it received an expectation rating of 3.57 and a perceived reality of 4.12 with a comparison Gap percentage (0.55) within the "Quite Satisfied" criteria. Visitors can feel the responsiveness of service providers in responding to needs by quickly finding solutions or options that they expect.

While other attributes, the nature of the service provider's initiative in providing services needed by tourists received an expectation rating of 3.57 and a perceived reality of 4.10 with a comparison Gap percentage (0.53) within the "Quite Satisfied" criteria. This was obtained from the treatment of service providers who were already on standby waiting for visitors' arrival at the pier before arriving at Pramuka Island. Along with the average value of the comparison Gap, it can be interpreted that the highest level of suitability of the responsiveness element is found in the fast and responsive attribute in fulfilling visitors' needs, while the lowest suitability is in the service provider's initiative in providing tourism services. Finally, the attribute of the availability of safety equipment for tourists received an expectation rating of 3.59 and a perceived reality of 4.07 with a comparison Gap percentage (0.47) within the "Less Satisfied" criteria. It can be seen from the availability of life jackets, which are shabby and only used as decoration, and not all visitors get them, resulting in a lack of a sense of security while on Pramuka Island. Meanwhile, other attributes of service providers who know about tourist attractions so they can guarantee the safety of tourists get an expectation rating of 3.58 and a perceived reality of 4.12 with a comparison Gap percentage (0.55) in the "Quite Satisfied" criteria.

The willingness of service providers to provide warnings and prohibitions regarding things not to do while on Pramuka Island and always ensure the condition of visitors to ensure their safety from danger and anxiety. Along with the average value of the comparison, Gap can be interpreted.

4. Conclusion

Based on the research results, it can be concluded that the level of tourist satisfaction with the quality of tourism products and services on Pramuka Island falls into the "Quite Satisfied" category. The quality of tourism products achieved an average GAP score of 0.55, reflecting visitors' positive perceptions of the beauty and natural beauty of Pramuka Island, with the highest score of 0.83, falling into the "Very Satisfied" category. However, several tourist attractions, such as water sports, are still recovering from the COVID-19 pandemic, and several supporting facilities are still under construction, resulting in the lowest GAP score of 0.45, falling into the "Not Satisfied" category. Ease of access to the island was generally considered good, but there were challenges with the boat ticket purchasing system that still need improvement. Meanwhile, the quality of tourism services was also deemed quite good, with an average GAP score of 0.53. Tourists felt that the service provided by service providers was responsive, friendly, and adequately met their needs. The empathy dimension of service achieved the highest GAP score of 0.57, indicating the special attention visitors felt during their stay at the destination. However, cleanliness remains a significant concern, with the lowest GAP score of 0.44 in the "Dissatisfied" category, due to suboptimal cleanliness management, such as scattered dry leaves, creating a poorly maintained impression. This finding underscores the importance of strengthening facilities and cleanliness management to improve overall tourist satisfaction.

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