



The Effect of Using E-Tickets on Tourist Satisfaction At The Istano Basa Pagaruyuang Tourist Attraction

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<p>ABSTRACT</p> <p>This study aims to determine how e-tickets affect tourist satisfaction at the Istano Basa Pagaruyuang tourist attraction in West Sumatra. The variables used in this study are using e-tickets as the independent variable and the tourist satisfaction variable as the dependent variable. The research method uses a quantitative approach with a simple linear regression test to determine the direct influence between variables. The population in this study were all tourists who visited Istano Basa Pagaruyuang. The research sample totaled 100 respondents because it used a probability sampling technique with random sampling based on chance. The data collection technique was carried out using a questionnaire with a Likert scale that had been tested for validity and reliability. The data were processed using the SPSS version 25 application program. The results showed that the use of e-tickets had a significant effect on tourist satisfaction.</p>	<p>ARTICLE HISTORY</p> <p>Submitted:24-04-2023 Revised: 01-05-2023 Accepted:15-05-2023 Online first:24-06-2023</p>
	<p>KEYWORDS</p> <p>Tourist Attractions, E-ticket, Tourist Satisfaction</p>

1. Introduction

Tourism is an economic activity that is the center of attention for many countries because tourism is a sector that is considered profitable and has the potential to be developed as an asset that is used as a source of income for the nation and state. One is Indonesia, which has a strategic regional position, prosperous natural resources, and amicable people's lives. Kamus Besar Bahasa Indonesia states that "tourism is everything related to travel for recreation, travelers, tourism" (Departemen Pendidikan Nasional, 2005). Then according to UU No. 10/2009 on tourism, what is meant by tourism is various kinds of tourism activities supported by different facilities and services provided by the community, business people, government, and local governments.

One of the sectors that support tourism activities is the existence of tourist facilities. Tourist facilities support services that tourists can utilize by offering quality and prices that are under the needs of tourists (Mill, 2000). Tourist facilities function as media that can support tourist satisfaction; tourist facilities also have a function as a benchmark for an object to increase tourist attraction to things that can later be used as a reference to improve services to tourists.

One of the tourist facilities provided by the attraction manager is the entrance gate, where the ticket is purchased for the entrance to the attraction. To improve facilities and services to tourists in ticket purchase transactions, the use of electronic tickets (e-tickets) is enforced at the time of purchase of tourist attraction tickets. Electronic tickets (e-tickets) are a way to document the sales process of customer travel activities without having to issue valuable physical documents or paper tickets (Eros Kinska, 2007).

E-tickets have been implemented in West Sumatra tourist attractions, such as tourist attractions in Bukittinggi, namely Lobang Jepang and the Kinantan Wildlife and Culture Park. In both interests, Brizzi e-money has been implemented. Brizzi e-money is electronic money in the form of a card issued by BRI (Bank Rakyat Indonesia) as a means of payment. Using the Brizzi card can make it easier for tourists to make transactions to purchase entrance tickets to tourist attractions without having to spend cash, namely by attaching the card to the reader, and using the Brizzi card can now decide the spread of Covid19. In addition, the Brizzi card can also be used nationally for toll road payments, parking, shopping transaction payments, and others.

At the Tanah Datar Regency tourist attraction, e-tickets have also been implemented, namely at the Istana Basa Pagaruyuang tourist attraction. Istana Basa Pagaruyuang is a tourist attraction in Nagari Pagaruyuang, Tanjung Emas District, Tanah Datar Regency, West Sumatra. This palace is a cultural tourist object that is well-known as a center for the development of Minangkabau customs and culture as well as an open museum and can also be said to be a representation of Minangkabau traditional culture which is very well-known to the world. Istana Basa Pagaruyuang is a popular destination for local and foreign tourists. Because apart from being a cultural and historical tourist spot, Istana Basa Pagaruyuang is also often used as a venue for significant events such as the Minangkabau Enchantment Festival, Tour de Singkarak, Bajamba procession, and many others (Mandalia, 2022). This is the main attraction for foreign tourists and local tourists. In addition, the attractiveness of Istana Basa Pagaruyuang also lies in the architecture of the building, which shows unique characteristics compared to other Rumah Gadang. Istana Basa Pagaruyuang has three floors, 72 pillars, and 11 *gon jong*.

Implementing the use of e-tickets can be helpful for local governments, one of which is to reduce the possibility of fraudulent entry fees and to obtain accurate visit data at tourist objects. Moreover, indirectly minimize the spread of Covid-19 by using e-tickets.

After conducting a direct survey in the field, the author interviewed one of the parties from UPT Istana Basa Pagaruyuang. Based on the interview, the change in ticket sales to Istana Basa Pagaruyuang minimizes errors in processing visitor data and getting accurate data results. However, there are also weaknesses in the use of e-tickets, which are when tourists who come with groups of tourists are still using manual ticket sales and have a lack of funds for some of their groups, which can still be overcome by allowing some tourists to enter because there is tolerance between each other by Istana Basa Pagaruyuang. But now that e-ticket sales have been implemented, this action can no longer be carried out because tourist visit data has been automatically checked through the e-ticket. Therefore, visitors in groups prefer to avoid entering Istana Basa Pagaruyuang because some groups cannot enter due to limited funds from the group. And this is related

to cultural tourism at Istana Basa Pagaruyuang, where the Minangkabau customs emphasize tolerance between others and the renewal of ticket sales by e-ticket; this indirectly eliminates tolerance among others.

E-tickets are included in tourist facilities, where facilities are tourist facilities that make it easier for tourists, and facilities can affect tourist satisfaction, visit rates, and return visit interest. According to Kotler (2002), satisfaction is a person's pleasure or disappointment from comparing the product's perceived performance to customer expectations. Furthermore, according to Andreas (2019), tourist satisfaction is an evaluation of tourists after visiting a tourist destination which will cause feelings of joy or disappointment from their visiting experience. Tourist satisfaction will benefit tourist objects and tourists, namely creating loyal consumers and forming good communication by word of mouth. The indicators of tourist satisfaction, according to Ningsih (2020), include 1) conformity with expectations, 2) interest in revisiting, and 3) availability of recommendations.

Several studies discuss the use of e-tickets. Among them, Agung Sesaria (2014) examined the effect of using e-ticketing on customer satisfaction (a case study of PT. Masindo Buana Wisata in Malang City). Oktafiantri (2021) examines the impact of e-ticketing on consumer satisfaction with PT. ASDP Indonesia Ferry (Persero) Bakauheni Lampung branch from an Islamic perspective. The results of his research stated that system quality, information quality, and service quality simultaneously had a positive and significant effect on tourist satisfaction. From the results of the study, it became a motivation for researchers to determine the impact of the application of e-tickets on tourist satisfaction at the Istano Basa Pagaruyuang tourist attraction, which in this study will use system quality, information quality and service quality as indicators of measuring the use of e-tickets.

2. Method

The type of research used is quantitative research. According to Sugiyono (2014), quantitative research methods are research methods based on the philosophy of positivism, used to examine specific populations or samples, data collection using research instruments, and quantitative/statistical data analysis with the aim of testing predetermined hypotheses. In this study, the authors explain causality between variables: the effect of using e-tickets on tourist satisfaction at the Istano Basa Pagaruyuang tourist attraction.

The population in this study were tourists who visited Istano Basa Pagaruyuang from June to December 2021, with as many as 142,309 people. The sampling technique in this study is a probability sampling technique, which is a sampling technique that provides equal

opportunities for each element (member) of the population selected to be a member of the sample. This study uses the method of withdrawal of Incidental Sampling. According to Sugiyono (2014), random sampling is a sampling technique based on chance; anyone who coincidentally/incidentally meets a researcher can be used as a sample if it is deemed that the person who happens to be complete is suitable as a data source. The researcher concludes that the model is part of the population determined by the researcher how many there are then used as respondents in a study.

3. Result and Discussion

Based on the results of simple regression statistical tests, it is known that the influence between these variables has a significant value of 0.000 with a tolerance level of 0.05 ($0.000 < 0.05$). Thus, the effect of using e-tickets substantially impacts tourist satisfaction at the Istano Basa Pagaruyuang tourist attraction, or H_a , is accepted. This study's results align with Nuranisa Oktafiantri's (2021) research titled "Pengaruh Penerapan E-ticketing Terhadap Kepuasan Konsumen PT.ASDP Indonesia Ferry (Persero) Cabang Bakauheni Lampung Menurut Perspektif Ekonomi Islam (Studi pada Pengguna Jasa Penyeberangan Pelabuhan Bakauheni Lampung)", where the results of his research explain that the variable of the application of e-ticketing has a significant effect on the variable of consumer satisfaction.

Table 1. Simple Linear Regression Test Results

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5.573	1.774		3.142	.002
Use of E-tickets	.459	.027	.867	17.252	.000

a. Dependent Variable: Tourist Satisfaction

Source: 2022 Primary Data Processing with SPSS version 25

Based on the table above, it is known that the Constant (a) value is 5.573, while the e-ticket usage value (b/regression coefficient) is 0.459, so the regression equation can be written as follows:

$$Y = a + bX$$
$$Y = 5,573 + 0,459X$$

From the above equation, it can be concluded that:

- a. The Constant of 5.573 means that if there is no effect of using e-tickets, then the value of tourist satisfaction is 5.573.
- b. The regression coefficient for using e-tickets or X is 0.459, which states that for each additional 1 unit of the value of using e-tickets, it will increase the value of tourist satisfaction by 0.459. The regression coefficient is positive, so the direction of the influence of the variable X on Y is positive

The hypothesis in this study shows that the use of e-tickets has a significance of 0.000 <0.05, so it can be concluded that the use of e-tickets has a positive and significant effect on tourist satisfaction. So, this study hypothesizes that H_a is accepted and H_0 is rejected. The results of this study indicate that the statement item from the service quality indicator, namely e-ticket facilitates purchase transactions, is the factor that most influence the interest of tourist visits. If there is convenience in transacting using e-tickets, it will increase tourist satisfaction with using e-tickets at the Istano Basa Pagaruyuang tourist attraction. This study is in line with research conducted by Pribadi A (2014) with the title "Pengaruh Penggunaan E-ticketing Terhadap Kepuasan Pelanggan (Studi Pada PT. Masindo Buana Wisata di Kota Malang)," which from the results of the research it can be concluded that ease of use, Information quality, website design, payment security, and interactivity have a joint influence on tourist satisfaction.

Based on the indicators of the variable use of e-tickets, namely system quality, information quality, and service quality, the effect on tourist satisfaction when using e-tickets at the Istano Basa Pagaruyuang tourist attraction aligns with research conducted by Artika Surniandari (2017) titled "Pengaruh Penerapan E-ticketing Terhadap Tingkat Kepuasan dan Loyalitas Pengguna Jasa Kereta." This research shows a significant influence between system, information, and service quality on user/customer satisfaction.

This research shows that tourism products in tourist facilities used at the Istano Basa Pagaruyuang tourist attraction in e-tickets affect tourist satisfaction. Because the better the quality, the easier it is, and the attractive shape will satisfy tourists with the products used. This study's results align with Tjiptono's (2013) theory—one of the factors influencing customer satisfaction with product and service features. Moreover, theory According to Lupiyoadi (2013), one of the main factors companies must consider is product quality. Customers will be satisfied if their evaluation results show that the products they use are of high quality.

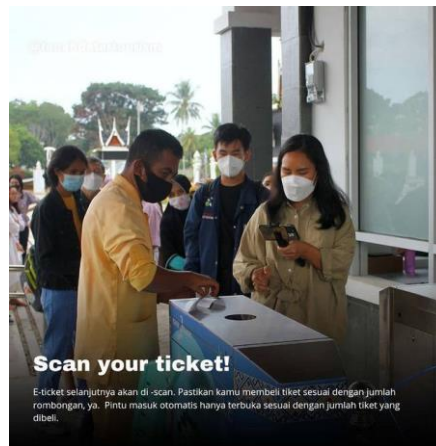


Figure 1 Ticket scan

The positive, simple regression coefficient of e-tickets indicates that if the use of e-tickets has increased by 1 unit, tourist satisfaction will increase by 45.9%. It means that the better the use of e-tickets, the higher the satisfaction tourists feel at the Istana Basa Pagaruyung tourist attraction.



Figure 2 e-ticket Istana Basa Pagaruyung

The coefficient of determination is used to see how much influence the variable of using an e-ticket (X) has on tourist satisfaction (Y). The results of the determination coefficient test can be seen from the R Square value in the following table:

Table 2. Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.867 ^a	.752	.750	2.60829

a. Predictors: (Constant), E-ticket Usage

From the table above, it can be explained that the value of the correlation/relationship (R) is 0.867. From the output, the coefficient of determination (R Square) is 0.752, which means that the effect of the e-ticket usage variable (X) on the tourist satisfaction variable (Y) is 75.2%. In contrast, the remaining 24.8% is influenced by other variables outside the variables that are not in the study.

So, the conclusion of the results is: Ha is accepted, or there is an effect of using e-tickets on tourist satisfaction at the Istano Basa Pagaruyuang tourist attraction with a significance of 0.000 with a tolerance level of 0.05 ($0.000 < 0.05$). Furthermore, H0 is rejected, or there is no effect of using e-tickets on tourist satisfaction at the Istano Basa Pagaruyuang tourist attraction.



Figure 3. Ticket purchase

4. Conclusion

Based on the research done with the stages of data collection, data processing, and data analysis, there is a significant influence between the use of e-tickets on tourist satisfaction at the Istano Basa Pagaruyuang tourist attraction. With the results of the partial test statistic (t-

test), the variable of the use of e-tickets (X) on tourist satisfaction (Y) obtained a t-count of 17,252 > table of 1,987 and a significant value of 0.000 with a tolerance level of 0.05 ($0.000 < 0.05$). Then H_a is accepted, and H_0 is rejected, meaning that using e-tickets directly affects tourist satisfaction. Moreover, the statistical results of the coefficient of determination test (R Square) obtained a value of 0.752. It means that the effect of using e-tickets on tourist satisfaction is 75.2%, while other factors influence 24.8%.

5. Author's declaration

Authors' contributions and responsibilities

Write the contribution of each author here, or mark the following column.

The authors made substantial contributions to the conception and design of the study.

The authors took responsibility for data analysis, interpretation, and discussion of results.

The authors read and approved the final manuscript.

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Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

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