

Determination of the Development Strategy for the Labuan Bajo Waterfront Based on Visitor Satisfaction

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ABSTRACT

The existence of the Labuan Bajo Waterfront is relatively new. However, the Labuan Bajo Waterfront itself has become a tourist attraction in Labuan Bajo. Therefore, a study is needed to determine tourist satisfaction with the Labuan Bajo Waterfront and design a strategy to increase this satisfaction, especially in the attractions, accessibility, and amenities components. The sampling technique used in this study was random sampling with a questionnaire as a data collection technique. This study used the Likert scale to analyze the level of tourist satisfaction and determine the design strategy using the importance-performance analysis (IPA) method. In this study, the data collected came from 194 respondents. The results showed that tourist satisfaction with the Labuan Bajo Waterfront was very satisfied. In addition, the results of the IPA method show that the Concentrate Here Quadrant is related to cleanliness and safety; items in the Keep The Good Work Quadrant are the condition of the pier or walk board, lighthouse, road leading, footpaths in the Water Front area, ease of visiting the Water Front area, seating/rest facilities, and vehicle parking areas; items in the Low Priority Quadrant are road signs leading to the Water Front Area, trash bins, lighting, information boards, and eating and drinking facilities. The Possible Overkill Quadrant is related to tourism/entertainment activities in the Waterfront Area. Thus, even though the satisfaction level of Waterfront visitors is very satisfied, a destination development strategy is needed to improve quality related to cleanliness and safety.

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1. Introduction

Satisfaction is an essential variable for industries that offer services, including tourism. Castro et al. (2017) argue that knowing the needs and levels of tourists is crucial, given the tourism industry's contribution to economic growth. In addition, according to Wang (2016), tourist destinations and service providers must pay greater attention to tourist satisfaction in this modern era due to high competition. Tourist satisfaction is also essential for the sustainability of the tourism industry in a destination. Ramseook-Munhurrun et al. (2014) showed that satisfaction affects tourist loyalty to destinations. This behavior can be interpreted that the decision to re-visit is influenced by the satisfaction received. The decision to visit again can maintain or even develop the destination.

Tourist satisfaction with destinations or service providers in the tourism industry appears differently. Tourist destinations must have strategies to increase the satisfaction of tourists. According to Barisi and Mari (2012), a management strategy is needed to determine competitive advantage. In other words, the strategy in managing tourist destinations is the key to determining strengths to increase the competitiveness of these destinations.

Labuan Bajo, located in West Manggarai Regency, is a priority tourism destination in Indonesia. The status of a priority tourism destination has made the Labuan Bajo destination get attention, primarily related to the development of facilities and infrastructure. The Ministry of Public Works and Public Housing (2021) explained that there are several infrastructure development programs to maximize Labuan Bajo's potential as a priority tourism destination, including structuring Puncak Waringin, improving road quality, and structuring the Batu Cermin area. Apart from that, one of the infrastructures that was also built was the Labuan Bajo Waterfront.

The existence of the Labuan Bajo Water Front is relatively new. However, the Labuan Bajo Water Front itself has become a tourist attraction in Labuan Bajo. The visitors to the Water Front are the people of Labuan Bajo, domestic and foreign tourists. (Taris, 2022). However, a development strategy is needed as a relatively new tourist destination. Therefore, this study uses the Importance performance analysis method to describe a strategy to increase tourist satisfaction with the Labuan Bajo Water Front based on the level of tourist satisfaction with the attributes owned by the Water Front. The urgency of this research is based on the role of

the Water Front, a tourist attraction in Labuan Bajo, and the desire to improve the quality of tourism in Labuan Bajo.

Based on the identification of the problems that have been described, the formulation of the problem in this study is: what is the strategy for developing the Labuan Bajo Water Front based on tourist satisfaction? The purpose of this research is to describe the development strategy of the Labuan Bajo Waterfront based on the level of visitor satisfaction,

2. Method

This study used a questionnaire as a data collection technique. Questionnaires will be given to visitors at the Labuan Bajo Water Front. The types of data used in this study are primary and secondary. Primary data is obtained from respondents, which results from a questionnaire on tourist satisfaction with the 3A Water Front Labuan Bajo component. Secondary data is data obtained through library research.

The population in this study were visitors to the Labuan Bajo Water Front who did not come from areas around the Water Front, such as Kampung Air, Kampung Ujung, and Kampung Baru. Respondent specifications are determined so that the results obtained can reflect visitors or tourists. The sampling technique used in this research is random sampling.

The collected data were analyzed using a Likert scale. The data analysis technique uses a Likert scale. The Likert scale is a category of assessment of the opinions or perceptions of a person or group of phenomena. In the Likert scale, the variables to be measured are translated into variable indicators. Then these indicators are used as a starting point for compiling instrument items as respondent statements.

SP = Very Satisfied has a score of 5

P = Satisfied has a score of 4

N = Neutral has a score of 3

TP = Dissatisfied has a score of 2

STP = Very Dissatisfied has a score of 1

Hardyasar et al. (2017) explain the steps for determining the level of tourist satisfaction using a Likert scale: first of all, to get an ideal score. The ideal score is obtained by multiplying the number of respondents with a very satisfied score of 5, so the maximum value formula is the number of respondents multiplied by the maximum score. The next step to determine the

level of visitor satisfaction, can be done by dividing the score of the items obtained by the total maximum score with this formula:

$$\text{Satisfaction level percentage} = \frac{\text{Total nilai item}}{\text{Total Skor maksimal}} \times 100\% \quad (1)$$

The next step is the interpretation of the percentage level of satisfaction. The interpretation of the level of satisfaction is as follows.

0%-19% = Very Dissatisfied

20%-39 % = Dissatisfied

40%-59% = Neutral

60%-79% = Satisfied

80%-100% = Very Satisfied

One of the advantages of using the IPA method is the ease of interpreting the results of data analysis. According to Dwyer et al. (2016), the IPA method allows researchers to easily group assessment attributes into four quadrants to interpret and make practical suggestions (Figure 1). Djeri et al. (2018) added that each quadrant in the IPA method produces a different strategy for product attributes. The four quadrants are 1) concentrate here or top priority, meaning that the attributes in this quadrant are considered important, but their performance has not met expectations; 2) keep up the good work or maintain good performance, meaning that the attributes in this quadrant have good performance and are considered important; 3) low priority or low priority means that the attribute is not considered important by consumers, and the performance is not satisfactory; and 4) possible overkill or excessive, meaning that the attribute is considered unimportant, but the performance is satisfactory for customers (Rasovska et al., 2020).

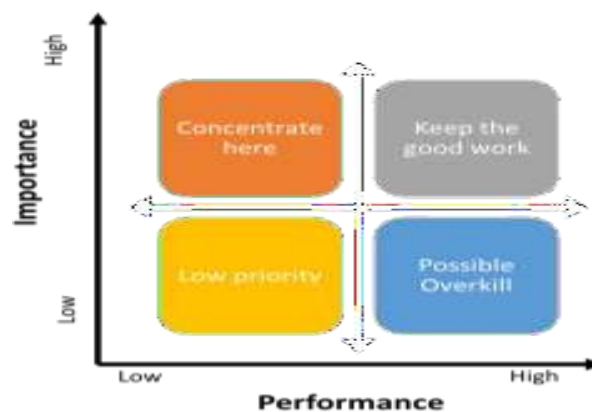


Figure 1. IPA Quadrant Method (Martilla dan James, 1977)

3. Result and Discussion

Results and discussion can be made as a whole that contains research findings and explanations.

3.1. Description of Respondent Characteristics

The number of respondents collected in this study reached 194 people. Based on the data collected, the characteristics of most respondents are from West Manggarai, in the age group of 17-25 years, have a vacation goal, have a secondary school education level, are male, travel with a group of friends, and work in the private sector. More details regarding the description of the respondents can be seen in Table 1 below.

Table 1. Respondent Characteristics

Options	Frequency	Percentage
Hometown		
Surabaya	1	0,5%
Makasar	3	1,5%
Others	18	9,3%
Manggarai	34	17,5%
West Manggarai	138	71,1%
Age Group		
> 65	1	0,5%
56 – 65	1	0,5%
46 – 55	4	2,1%
36 – 45	5	2,6%
26 – 35	37	19,1%
17 – 25	146	75,3%
Purpose of visit		
Business trip	7	3,6%
Others	38	19,6%
Visit friends/relatives	49	25,3%
Holiday or vacation	100	51,5%
Business trip	7	3,6%
Others	38	19,6%
Level of education		
Postgraduate/Masters	2	1%
Undergraduate	16	8,2%
Graduate	22	11,3%
Secondary school	154	79,4%
Postgraduate/Masters	2	1%
Sex		
Female	83	42,8%
Male	111	57,2%

Options	Frequence	Precentage
Type of travel party		
Couple	11	5,7%
Individual	21	10,8%
Family	22	11,3%
Group of Friends	140	72,2%
Occupation		
Retired	1	0,5%
Public sector	3	1,5%
Self-employed	10	5,2%
Looking for a job	50	25,8%
Student	54	27,8%
Private sector	76	39,2%

Source: data analysis results, 2023

Description of Attraction Variables

Tourist attractions can be interpreted as a reason for tourists to visit. Attraction variables consist of five items, namely item 1 – cleanliness; item 2 – security; item 3 – condition of the walk board; item 4 – Lighthouse condition; and item 5 – tourism/entertainment activities in the Labuan Bajo Water Front Area.

Description of Accessibilities Variables

Accessibility can be interpreted as the ease of reaching a destination. Accessibilities variables consist of four items, namely item 6 – a condition of the road to the Labuan Bajo Waterfront Area; item 7 – a condition of the footpath in the Labuan Bajo Waterfront Area; item 8 – signs indicating the way to the Labuan Bajo Waterfront Area, and item 9 – ease of visiting the Labuan Bajo Waterfront Area.

Description of Amenities Variables

Tourist attractions can be interpreted as a reason for tourists to visit. Amenities can be interpreted as facilities that support visitor tourism activities at a destination. Amenities variables consist of six items, namely item 10 – rubbish bin; item 11 – lighting; item 12 – information boards; item 13 – seating/rest facilities; item 14 – food and drink facilities; and item 15 – vehicle parking area.

Validity Test

Rahman et al (2020) the validity test was carried out on each question whose validity was tested. The results of r calculation will be compared with r table where $df = n-2$ with a

significance of 5%. If $r_{table} < r_{count}$, then the data can be said to be valid. Each question item is tested for validity in importance and performance aspects. The results of the validity test show that all items are valid. The results of the performance and importance aspect validity test can be seen in the following Table 2.

Table 2. Validity Test Report

Validity Test Performance Aspect				Validity Test Importance Aspect			
Code Item	r calculation	r table value	Interpretation	Code Item	r calculation	r table value	Interpretation
1	.599**	0,1409	Valid	1	0.554**	0,1409	Valid
2	.414**	0,1409	Valid	2	0.560**	0,1409	Valid
3	.656**	0,1409	Valid	3	0.714**	0,1409	Valid
4	.582**	0,1409	Valid	4	0.652**	0,1409	Valid
5	.704**	0,1409	Valid	5	0.671**	0,1409	Valid
6	.567**	0,1409	Valid	6	0.802**	0,1409	Valid
7	.626**	0,1409	Valid	7	0.707**	0,1409	Valid
8	.729**	0,1409	Valid	8	0.734**	0,1409	Valid
9	.711**	0,1409	Valid	9	0.672**	0,1409	Valid
10	.695**	0,1409	Valid	10	0.800**	0,1409	Valid
11	.573**	0,1409	Valid	11	0.728**	0,1409	Valid
12	.710**	0,1409	Valid	12	0.798**	0,1409	Valid
13	.659**	0,1409	Valid	13	0.823**	0,1409	Valid
14	.630**	0,1409	Valid	14	0.730**	0,1409	Valid
15	.501**	0,1409	Valid	15	0.626**	0,1409	Valid

Source: SPSS16, 2023 data analysis results

Reliability Test

Fatayah et al (2022) The reliability test of the research instrument focuses on Cronbach's Alpha value. Suppose the Cronbach's Alpha threshold (0.60) is positive. In that case, the test instrument is reliable, but if the calculation of Cronbach's Alpha $<$ the Cronbach's Alpha threshold, then the test instrument is not reliable. The results of the performance and importance aspect reliability test can be seen in the following Table 3.

Table 3. Reliability Test Report

Performance Aspect			Importance Aspect		
Variable	Cronbach's Alpha	Category	Variable	Cronbach's Alpha	Category
Attraction	0,724	Reliable	Attraction	0,851	Reliable
Accessibility	0,736	Reliable	Accessibility	0,846	Reliable
Amenity	0,799	Reliable	Amenity	0,899	Reliable

Source: SPSS16, 2023 data analysis results

3.2. Discussion

Satisfaction Level

Based on data analysis using a Likert scale, nine items get a level of satisfaction in the very satisfied category, namely item 2, item 3, item 4, item 5, item 6, item 7, item 9, item 13, and item 15. The rest, six items have a satisfaction level of the satisfied category, namely item 1, item 8, item 10, item 11, item 12, and item 14 facilities. In total, the level of tourist satisfaction is 80.6%, which is categorized as very satisfied. In more detail, the level of tourist satisfaction can be seen in the following Table 4.

Table 4. Satisfaction Level

Item	Level Of Satisfaction	Interpretation
1	75,7%	Satisfied
2	80,3%	Very Satisfied
3	85,2%	Very Satisfied
4	85,9%	Very Satisfied
5	83,2%	Very Satisfied
6	86,6%	Very Satisfied
7	86,3%	Very Satisfied
8	75,8%	Satisfied
9	85,1%	Very Satisfied
10	71,4%	Satisfied
11	77,2%	Satisfied
12	69,5%	Satisfied
13	82,3%	Very Satisfied
14	77,9%	Satisfied
15	87,0%	Very Satisfied
Commulative	80,6%	Very Satisfied

Source: SPSS16, 2023 data analysis results

Importance Performance Analysis (IPA)

Based on the results of the analysis of the collected data, each item is placed in the four quadrants based on the mean value of the importance aspect and the performance aspect, namely 1) Keep The Good Work Quadrant, 2) Concentrate Here Quadrant, 3) Low Priority Quadrant, and 4) Possible Overkill Quadrant.

Keep The Good Work Quadrant

Keep The Good Work Quadrant is a quadrant that has performance values and interests that exceed the mean value. In other words, items in this quadrant provide high satisfaction

and are also considered important by tourists. Therefore, the performance felt by tourists must be considered to maintain tourist satisfaction with the Labuan Bajo Water Front. The items in this quadrant include item 3, item 4, item 6, item 7, item 9, item 13, and item 15.

Concentrate Here Quadrant

As explained in the previous section, items in the Concentrate Here Quadrant are considered to have a high value of importance to respondents. However, their performance still does not exceed the mean value of satisfaction. Therefore, improving the quality of the items in this quadrant is still necessary. The items in the Concentrate Here quadrant based on result of IPA are item 1 and item 2.

Low Priority Quadrant

The Low Priority Quadrant is a quadrant that indicates that the items in it have a performance value that does not exceed the mean value of performance and importance aspects. Based on this, the items in this quadrant are not a priority for improvement. Items in the low-priority quadrant based on the results of the importance-performance analysis include item 8, item 10, item 11, item 12, and item 14.

Possible Overkill Quadrant

The Possible Overkill quadrant can be interpreted that this quadrant has a very good performance value and exceeds the mean value of the performance aspect. However, the importance value of this item is still below the mean value of the importance aspect. Therefore, items in this quadrant do not need to be improved. The items in this quadrant are item 5. The placement of all items in this study based on the results of the importance-performance analysis can be seen in the following figure 2.

Diagram Kartesius

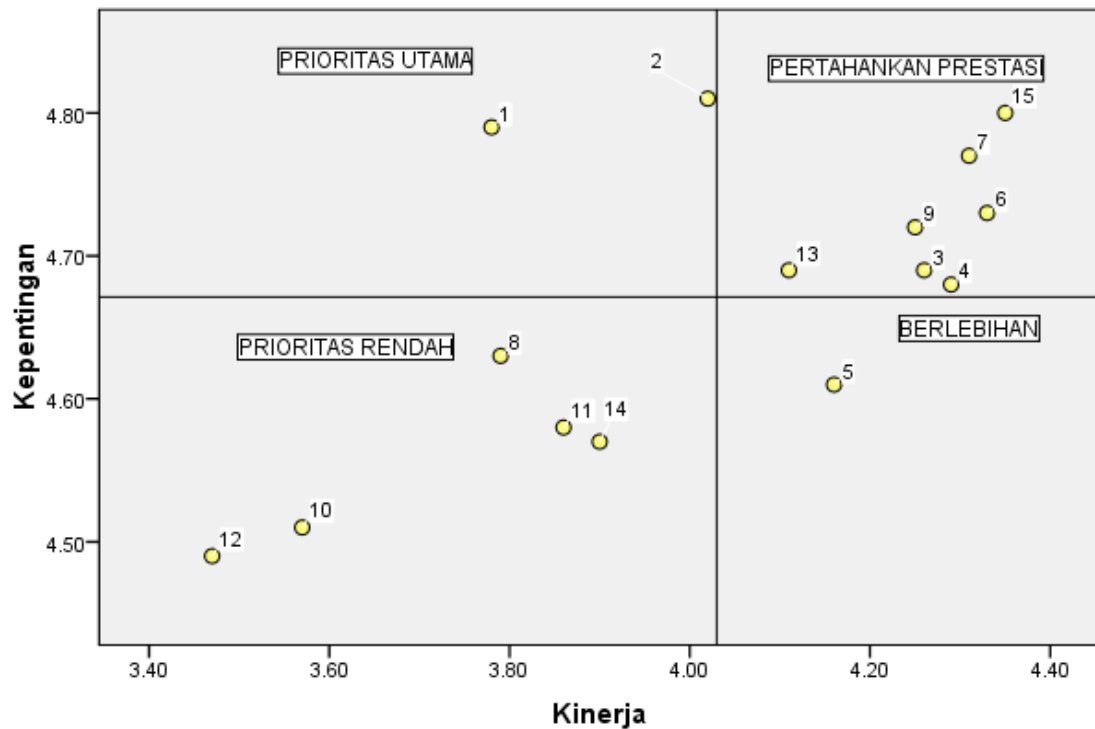


Figure 2. IPA Result

Source: data analysis results, 2023

Strategy for the Development of Waterfront Tourism Destinations in Labuan Bajo

Based on the analysis using the Likert scale, the level of tourist satisfaction with component 3A (attraction, amenity, and accessibility) accumulatively is very satisfied. However, a strategy is still needed to increase visitor satisfaction in the Water Front area because visitor satisfaction is crucial for a destination. Lesmana et al. (2020) proved in their research that satisfaction influences the loyalty attitude of visitors, namely the attitude to make return visits.

Muis et al. (2020) also explained that the level of satisfaction affects tourist loyalty, where the higher the level of tourist satisfaction, the better the attitude of tourist loyalty to this destination. Moreover, the IPA method can show the nature of the strategy that must be used for the items studied (Ahmed, 2021).

4. Conclusion

The conclusions based on this research are based on analysis with Likert scale values, then the accumulated level of visitor satisfaction with the Labuan Bajo Water Front Area is very satisfied. In addition, the development strategy for the Labuan Bajo Water Front

destination can be focused on improving the quality of items in the Main Priority Quadrant, namely increasing the cleanliness of the Labuan Bajo Water Front Area and safety for tourists when visiting the area.

Research Limitations

The focus of this research is still limited to the components of attraction, accessibility, and amenities. Therefore, further research can increase the items to be studied. In addition, the respondents in this study were still local and domestic visitors, so future research could also target foreign tourists as respondents.

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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