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The Impact of Facilities and Means of Transportation on Tourist Satisfaction at Monaco Park Sibiru-Biru Deli Serdang North Sumatra

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Abstract

This study aims to analyze the effect of facilities and means of transportation on tourist satisfaction at Monaco Park Sibiru-Biru Deli Serdang, North Sumatra. The research method used in this research is quantitative. The research population is tourists in Monaco Park Biru-Biru, namely 300 visitors from January - March 2022. To determine the sample size of the known population, there are 300 tourists in Monaco Park Biru-Biru. With an error tolerance of 5%, the number of samples that will be used if calculated using the formula is 172 respondents. The results of the study show that facilities have a positive and significant effect on tourist satisfaction in Monaco Park Sibiru-Biru. Means of transportation have a positive and significant effect on tourist satisfaction in Monaco Park Sibiru-Biru. Simultaneously facilities and means of transportation have a positive and significant effect on tourist satisfaction in Monaco Park Sibiru-Biru. R Square (R2) shows the coefficient of determination is 0.719 (71.9%) meaning that the percentage of facilities, transportation facilities, and tourist satisfaction is 71.9% while the remaining is 28.1%.

Keyword: *Facilities, Means of Transportation, Tourist Satisfaction*

1. Introduction

A large number of tourists are interested in visiting Indonesia thanks to the country's robust tourism industry. In reality, the numerous tourist sites are able to draw a large number of foreign visitors in addition to the local ones. It's also no surprise that Indonesia is becoming more than simply a transit country but also a tourism destination since it is one of the largest archipelagic countries with thousands of islands (Budianto, 2015).

Biru-Biru, Deli Serdang District, one of the provinces in North Sumatra, is home to a number of popular tourist attractions and is constantly congested with people, especially in the Biru-Biru area, on both weekdays and holidays. Monaco Park was created in response to visitors' needs and desires for a place to unwind and regain their physical and mental vigor. The importance of visitor happiness for Monaco Park is demonstrated by the fact that happy visitors are more likely to visit the park again. Researchers interviewed 30 participants and asked them the following questions:

Table 1. Pre Survey of Tourist Satisfaction

No	Question	Agree	Don't agree	Total
1.	Visitors feel happy because the expectations and reality when visiting Monaco Park are good	11	19	30
2.	Visitors are willing to return to Monaco Park	14	16	30
3.	Visitors are happy because when they visit Monaco Park it meets their expectations	12	18	30
4.	Visitors are happy because the tourist attractions of Monaco Park are very comfortable	10	20	30

Based on Table 1, the first question had more respondents who disagreed with the results, which was likely due to the fact that their expectations and feelings weren't the same. More 16 respondents provided a disagree response to the second question because what they experienced throughout their vacation was not what they wanted. Along with the inability to access Monaco Park There were more than 18 individuals who disagreed with this in response to the third question because the surroundings at Monaco Park made visitors less suited. Because many visitors felt uneasy, there were more than 20 responders who disagreed with the fourth question. One item that is absolutely important for visitors to Monaco Park is a means of transportation. Additionally, it is far away from the city. To allow visitors to spend less time traveling, Monaco Park must have public transit. Finding Monaco Park tours is not difficult with the use of public transportation for travelers. Contrarily, some visitor interviews done by researchers revealed that Monaco Park's public transit is deficient or even nonexistent. Researchers interviewed 30 participants and asked them the following questions:

Table 2. Pre Survey Means of Transportation

No	Question	Agree	Don't agree	Total
1	Visitors feel happy because there are many accesses to Monaco Park	12	18	30
2	Visitors are willing to visit Monaco Park because it is close to the City	7	23	30
3	Visitors are happy because transportation to Monaco Park is affordable	11	19	30
4	Visitors are happy because many motorists pass access to Monaco Park	14	16	30

According to Table 2, there were 18 replies, and more of them disagreed with the first question due to Monaco Park's limited accessibility. 23 respondents disagreed with this in response to the second question because Monaco Park is located outside of the city. The amenities are the primary aspect, in addition to transit options, that contributes to tourists' satisfaction. Because there was no transportation to Monaco Park, more respondents—19 respondents—said they disagreed with the third question. There aren't many automobiles that traverse the Monaco Park route, which is why the 16 respondents who responded to the fourth question disagreed with it more.

One of the key components to satisfying guests is having adequate facilities. By providing quality and rates that meet their demands, facilities are one of the supporting services that tourists can use (Yoeti, 2013). However, according to the distribution of questionnaires by researchers to a number of visitors, Monaco Park still lacks several amenities, such as gazebos for visitors to sit and take cover in when it suddenly rains and housing on the tour. One contributing aspect is the dissatisfaction visitors have, particularly with regard to transit options. Researchers interviewed 30 participants and asked them the following questions as seen in Table 3.

Table 3. Pre Facilities Survey

No	Question	Agree	Don't agree	Total
1.	Visitors feel happy because there are many seats available in Monaco Park	11	19	30
2.	Visitors feel happy because there are many toilets available	13	17	30
3.	Visitors are happy because the design of Monaco Park is good	14	16	30
4.	There are plenty of chairs available, which makes tourists happy.	12	18	30

Source: Research Results, 2023

There aren't many chairs in Monaco Park, as seen by the fact that the first question's answers contrast more with the opinions of 19 respondents in the table above. Because there weren't enough restrooms in Monaco Park, more than 17 answers to the second question disagreed. The facilities are the primary element that contributes to tourists' satisfaction, along with transit facilities. There were more responders (16) who disagreed with the third question. This was as a result of Monaco Park's poor design. Due to the scarcity of visitor seats, there were an additional 18 responders for the fourth question who disagreed.

In order to determine the extent of the "Influence of Facilities and Means of Transportation on Tourist Satisfaction at Monaco Park Sibiru-Biru Deli Serdang, North Sumatra," further research was conducted based on the findings of this straightforward survey.

2. Literature review

2.1. Facilities

Facilities, such as customer convenience and matching the demands and convenience of service users, are vital components to boost satisfaction. The client will be satisfied if the services meet the needs (Oetama, 2017). Something that serves as a guide is an indication. Transport at the destination, additional facilities, retail establishments, room layout, equipment and furnishings, and other supporting components are all considered indicators of facilities, according to Yoeti (2013).

2.2. Means of Transportation

Facilities are products or moveable items that can be utilized as instruments to carry out the responsibilities and activities of work units (Miro, 2015). Transportation is the act of transporting or sending items by land, sea, or air by particular parties in an effort to satisfy client demand and to boost sales of goods (Basu, 2013). Based on the knowledge that transportation methods are crucial in moving people or things from one location to another. According to (Thynell, 2017), the following characteristics of a mode of transportation are important to consider: accessibility, mobility, availability, affordability, suitability, dependability, security, information, and time savings.

2.3. Tourist Satisfaction

When a person compares their perceptions/impressions of the performance (or results) of a product to their expectations, they will either feel satisfied or disappointed (Kotler, 2012). The degree of one's feelings following a comparison of perceived performance or results to expectations is known as tourist satisfaction (Tjiptono, 2014). Compatibility between expectations and attractions, evaluative experiences based on attractions, intention to return, and

willingness to suggest are all considered indicators of tourist satisfaction by Ernawati et al. (2018).

3. Metode

A quantitative descriptive research design is used in this study. The survey method is the method adopted. This study was carried out in North Sumatra's Namo Suro Baru, Namo Tualang, Biru-Biru, and Deli Serdang. The target audience for the study is 300 visitors to Monaco Park Biru-Biru between January and March 2022. There are 300 visitors in Monaco Park Biru-Biru, which can be used to estimate the sample size of the known population. The calculation yields 172 respondents as the number of samples that will be used with a 5% margin of error.

4. Results and Discussion

Item analysis, which involved connecting each item's score with the total score, which is the sum of each item's score (corrected item total correlation), was used to evaluate each item's validity. By comparing r count with r table through the subsequent analysis phases, the validity test is conducted: If the correlation coefficient (r count) > r table with a significance level of 5%, the instrument elements are regarded as legitimate. The results of the validity test are shown in the Table 4 below:

Table 4. Validity Test Results

Variable	Declaration Number	rcount	rtable	Information
Facility (X1)	Question 1	0.757	0.361	Valid
	Question 2	0.642	0.361	Valid
	Question 3	0.496	0.361	Valid
	Question 4	0.616	0.361	Valid
	Question 5	0.699	0.361	Valid
Means of Transportation (X2)	Question 1	0.847	0.361	Valid
	Question 2	0.743	0.361	Valid
	Question 3	0.816	0.361	Valid
	Question 4	0.681	0.361	Valid
	Question 5	0.712	0.361	Valid
	Question 6	0.586	0.361	Valid
	Question 7	0.499	0.361	Valid
	Question 8	0.847	0.361	Valid
	Question 9	0.743	0.361	Valid
Tourist Satisfaction (Y)	Question 1	0.820	0.361	Valid
	Question 2	0.873	0.361	Valid
	Question 3	0.655	0.361	Valid
	Question 4	0.834	0.361	Valid

The variables Facilities (X1), Means of Transportation (X2), and Tourist Satisfaction (Y) have a value of r count > than r table, which indicates that the instrument or statement items of the variables Facilities (X1), Means of Transportation (X2), and Tourist Satisfaction (Y) have a significant correlation or are declared valid, according to the SPSS data processing test.

The Cronbach alpha test is used to determine the reliability of research instruments whose questionnaires have more than two possible answers.

Table 5. Reliability Test Results

Variable	*Cronbach's Alpha*	Information
Facilities (X_1)	0.642	Reliable
Means of Transportation (X2)	0.885	Reliable
Tourist Satisfaction (Y)	0.804	Reliable

Since all of the instruments employed in this study have a value of > 0.6, it is known that they are all dependable based on the reliability test results shown in table 5.

To determine if the dependent and independent variables in the regression model have a normal distribution or otherwise are not normal, the data are tested for normality. If the significant value is greater than 0.05 at a significant level of 0.05, the data is said to be regularly distributed.

Table 6. Results of the One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		172
Normal Parameters[a,,b]	Mean	.0000000
	Std. Deviation	.87212138
Most Extreme Differences	Absolute	.140
	Positive	.140
	Negative	-.121
Kolmogorov-Smirnov Z		1.834
Asymp. Sig. (2-tailed)		.200
a. Test distribution is Normal.		
b. Calculated from data.		

The significant value of Asymp. Sig. (2-tailed) for all variables is 0.200, as shown in Table 6. All variables have a normally distributed distribution if the significance level is larger than 0.05 and the residual value is normal. The Kolmogrov-Smirnov test findings for the data normality test revealed a normal distribution. The results of the K-S test, which demonstrate that the value of Asymp. Sig (2-tiled) is 0.200 or 20%, serve as proof which is when the value is greater than 0.05, which is a significant level. This demonstrates the regularly distributed nature of the variable data. The results of the normalcy test are shown using charts in the example below.

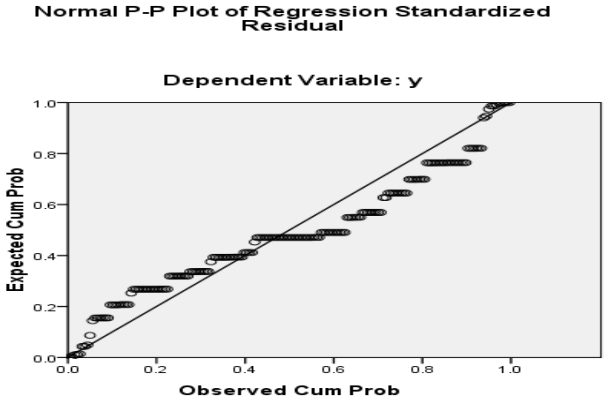

Figure 1. Normal P-P Plot Graph

The residual values are normally distributed, as evidenced by the normal P-P plot, which displays dots that spread out around the line and follow the diagonal line. It is possible to tell if there is multicollinearity by looking at the tolerance and VIF values. Multicollinearity does not happen if the tolerance value is more than 0.1 and the VIF value is lower than 10.

Table 7. Multicollinearity Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	.242	.851			
	Fasilities (X_1)	.479	.054	.553	.421	2.373
	Means of Transportation (X2)	.173	.031	.347	.421	2.373
a. Dependent Variable: Tourist Satisfaction (Y)						

Source: Research Results, 2023

The two independent variables, facilities (X1) and means of transportation (X2), have a tolerance value of 0.421 and a VIF value of 2.373, according to the information from the multicollinearity test table above. It can be deduced that the regression model used in this study did not contain multicollinearity because all variables have tolerance values above 0.1 and VIF values below 10. These are the outcomes of the study's regression model's heteroscedasticity test.

Table 8. Results of the Glejser Method Heteroscedasticity Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.407	.640		2.199	.029
	Facilities (X1)	.000	.041	.000	.004	.997
	Means of Transportation (X2)	-.021	.024	-.106	-.898	.370
a. Dependent Variable: Abs_RES						

Source: Research Results, 2023

Based on the information in the heteroscedasticity test table above, it can be said that the regression model used in this study did not experience heteroscedasticity because all variables have significant values greater than 0.05. The results of the heteroscedasticity test are shown in the scatterplot in the following.

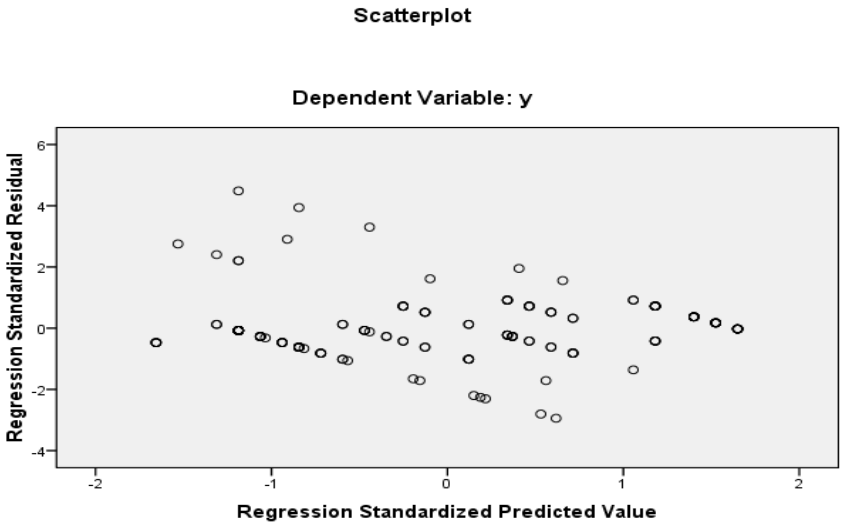

Figure 2. Test results with Scatter Plot
Source: Research Results, 2023

Figure 2 demonstrates that the dots lack a distinct pattern and are dispersed above and below the Y-axis value 0. Figure 2 demonstrates that the regression model has no heteroscedasticity issues and is appropriate for predicting the dependent variable under the effect of the independent factors.

To ascertain how the independent variables affect the dependent variable in this study, multiple linear regression is used. The SPSS for Windows program is used in the research so that the outcomes are more focused.

Table 9. Multiple Linear Regression Test Results

Heterokedastisitas Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.242	.851		.284	.777
	Facilities (X_1)	.479	.054	.553	8.802	.000
	Means of Transportation (X2)	.173	.031	.347	5.529	.000
a. Dependent Variable: Tourist Satisfaction (Y)						

Source: Research Results, 2023

The multiple regression equation can be constructed using the data in table 8 and taking into account the values in the Unstandardized Coefficients column. Y = 0.242 + 0.479 X1 + 0.173 X2 + e. Several things can be inferred from the regression equation above, including:

a. Tourist satisfaction is affected by the variable amenities and modes of transportation, according to constant (a) of 0.242. This indicates that every time the varying amenities and modes of transportation are changed, visitor pleasure will increase.

b. Facilities (X1) of 0.479 shows that the facility variable has a positive and significant impact on visitor satisfaction, i.e., it will improve visitor satisfaction whenever the facility variable changes.
c. With a means of transportation score of 0.173, it is clear that the variable means of transportation has a positive and significant impact on visitor satisfaction, implying that whenever the number of transportation options increases, visitor satisfaction will rise.

The amount to which the independent variable influences the dependent variable is determined using a T-test; if the sig is lower than the 5% level, the independent variable significantly influences the dependent variable.

Table 10. Results of the t (Partial) test

Model Heteroscedasticity		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.242	.851		.284	.777
	Facilities (X1)	.479	.054	.553	8.802	.000
	Means of Transportation (X2)	.173	.031	.347	5.529	.000
a. Dependent Variable: Tourist Satisfaction (Y)						

The coefficients table shows that the t count for the facility variable is 8,802 with a significant value of 0,000 and that of the transportation methods variable is 5,529 with a significant value of 0,000 respectively. in order to describe the outcomes of data processing using SPSS as follows:

a. The Effect of Facility Variable (X1) on Tourist Satisfaction (Y)
   The t test is used to determine whether or not each facility significantly affects visitor pleasure. The following is how the t test can be generated using SPSS data management: Facilities (X1) have a considerable impact on visitor happiness, as evidenced by the fact that tcount 8,802 > 1,973.
b. The influence of the variable means of transportation (X2) on tourist satisfaction (Y)
   To investigate if particular transportation facilities significantly affect visitor happiness or not, the t test is utilized. The t test can be retrieved through data management in the manner shown below: tcount 5,529 > 1,973, indicating that the presence of transportation facilities (X2) significantly impacts visitor happiness (Y)

To examine the combined impact of the independent factors on the dependent variable, the F (Simultaneous) test is used. Table 11 contains the findings from this study's F test:

Table 11. F Test Results (Simultaneous)

ANOVA[b]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	332.543	2	166.271	216.050	.000[a]
	Residual	130.062	169	.770		
	Total	462.605	171			
a. Predictors: (Constant), Facilities (X1), Means of Transportation (X2)						
b. Dependent Variable: Tourist Satisfaction (Y)						

According to the Fcount test results in the table above, the Fcount is 216,050 with a significance level of 0.000 and the Ftable value is 3.05. The independent variables X1 (Facilities) and X2 (Transportation Means) simultaneously have a considerable influence on Facilities and Transportation Means combined on Tourist Satisfaction, as shown by the Fcount criteria being bigger than Ftable.

The contribution of the independent variables to the regression model's capacity to account for variations in the dependent variable can be seen from the test of the coefficient of determination. The coefficient of determination can be calculated using the R2 value from the Summary Model. Table 12 contains the findings from this study's investigation of the coefficient of determination:

Tabel 12. R2 Test Results (Coefficient of Determination)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.848[a]	.719	.716	.877
a. Predictors: (Constant), Facilities (X1), Means of Transportation (X2)				
b. Dependent Variable: Tourist Satisfaction (Y)				

Source: Research Results, 2023

R displays a straightforward association between facilities (X1) and modes of transportation (X2) and visitor satisfaction (Y) of 84.8%, with 15.2% being influenced by unresearched variables. According to R Square (R2), the coefficient of determination is 0.719 (71.9%), implying that 71.9% of the factors examined facilities (X1), transportation (X2), and visitor satisfaction (Y) are responsible for the remaining 28.1% of the variation. A decent location is vital for one's contentment, according to Lamb et al. in Utami and Iskandarsyah (2017). Facilities are another factor that buyers consider after location. Customers will be satisfied if the design is comprehensive and appealing.

Facilities have an impact on visitor satisfaction, hence it may be said that H1 (Accepted), because tcount (X1) 8,802 > ttable 1,973, this is the case. Facilities are things that are made physically available to guests to make it easier for them to carry out tasks or activities so that needs can be satisfied. Visitors may be content to visit Monaco Park if the necessary amenities are provided. These findings support the findings of a study by Srijani and Hidayat (2017), which found that Aston Madiun's amenities have a favorable and significant impact on customer satisfaction.

It may be established that H2 has a positive and considerable impact on how satisfied tourists are with their travel experiences (Accepted), because tcount (X2) 5,529 > ttable 1,973, this is the case. Research done in the past by Pratama (2018), which explained that transportation facilities have a favorable and considerable influence on sales distribution, is used to corroborate these findings. Moving people or things from one location to another requires the use of transportation. More tourists will visit Monaco Park if there are reliable transit options available.

Tourist pleasure is positively and significantly impacted by facilities and transportation, hence it can be said that H3 (Accepted). The explanation is that the Ftable value is 3.05. The Fcount value is 216,050 with a significance of 0.000 according to the results of the Fcount test in the table above. After visiting Monaco Park, visitors will feel happy thanks to efficient

transportation and amenities.

5. Conclusion

Based on the findings of the analysis and discussion, this study's conclusion is that the facilities in Monaco Park Sibiru-Biru partially have a positeve and significant impact on visitor pleasure. The modes of transportation in Monaco Park Sibiru-Biru have a positive and significant impact on visitor pleasure. In parallel, amenities and modes of mobility in Monaco Park Sibiru-Biru have a positive and significant impact on visitor satisfaction.

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