

ANALYSIS OF THE INFLUENCE OF THE ATTRIBUTES (Safeness, Comfort) IN THE 4ASC ATTRIBUTES ON VISITOR SATISFACTION PURPOSE SAMOSIR DISTRICT TOUR

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ABSTRACT

This study aims to analyze the effect of the safeness and comfort attributes on the 4ASC attribute (Attractions, Accessibility, Amenities, Ancillary, Safeness, and Comfort) on the satisfaction of visitors to Samosir Regency tourist destinations. Multiple linear regression analysis methods are used to examine the relationship between these attributes with the level of visitor satisfaction. The sampling technique in this study was a non-probability sampling of as many as 135 respondents. Methods of data analysis using multiple regression analysis. The results showed that Safety and Comfort influenced visitor satisfaction. The data collected included the 4ASC attributes, safety, comfort, and visitor satisfaction. The results of the analysis show a significant effect of safety and comfort attributes on visitor satisfaction. The implication of this research is the importance of paying attention to safety and comfort factors in tourism development in Samosir Regency, to increase visitor satisfaction and support tourism growth in the area.

Keywords: Safeness, Comfort, Visitor Satisfaction

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1. INTRODUCTION

Samosir Regency is one of the famous tourist destinations in Indonesia. With its natural beauty, rich culture, and attractive tourist attractions, Samosir Regency attracts many visitors every year. Visitor satisfaction is an important factor in ensuring the success and sustainability of tourism in the region. Therefore, it is important to understand the factors that influence visitor satisfaction.[1]

Tourism activities are multidimensional activities, not only related to technology, but also very closely related to social, religious, cultural, artistic, beauty, culture and the environment so tourism activities require not only human resources with high knowledge and always keep up with technological developments quickly, but a touch of need and preservation needs to be considered.[2]

In tourism development, all aspects related to tourism activities at the tourism location should be considered, while some general carrying capacities to support tourism in an area are: 1) physical carrying capacity, which is directly related to the physical capability of existing land or waters to accommodate activities, 2) biological carrying capacity, which relates to the existence of a relationship between resources and tourism activities, which can be detected from the presence or absence of damage or disturbance to the existing biological components and, 3) psychological carrying capacity, is a very individual aspect and difficult to handle, Concerning the ability of an object to retain the impression it has on it. By paying attention to the carrying capacity and developing it to become part of tourism,[3], [4]

In the tourism context, attributes related to visitor experience play a significant role in determining their level of satisfaction. In this study, an analysis will be carried out on the 4ASC attributes (Attractions, Accessibility, Amenities, and Ancillary), safeness, and comfort, to determine their effect on visitor satisfaction at tourist destinations in Samosir Regency.[5]



Attractions refer to tourist attractions available in Samosir Regency, such as lakes, mountains, cultural attractions, and historic sites. Accessibility includes access to transportation, road infrastructure, and the availability of public transportation support facilities. Amenities (amenities) include public facilities such as places to eat, lodging, toilets, and health facilities. Ancillary (support facilities) include information services, promotions, and other support services provided to visitors.

In addition, the attributes of safety and comfort also play an important role in the visitor experience. Safeness refers to the level of security and protection felt by visitors during their visit, while comfort relates to the level of comfort and convenience provided by tourist destinations. In the context of Samosir Regency, it is important to analyze the effect of these attributes on visitor satisfaction. With a better understanding of the factors influencing visitor satisfaction, local government and tourism stakeholders can take appropriate steps to improve the quality and experience of tourism in Samosir Regency.[5][6]

In this study, an analysis of the effect of the safeness and comfort attributes in the 4ASC attribute on the satisfaction of visitors to Samosir Regency tourist destinations will be carried out. The research results are expected to provide valuable insights for policymakers and tourism actors to increase visitor satisfaction and develop sustainable tourism in Samosir Regency.[7]

2. RESEARCH METHODOLOGY

This type of research uses quantitative research methods. According to Sugiyono (2018), the quantitative method can be explained as a research method based on the philosophy of positivism, used to research certain populations or samples, collect data using research instruments, and data analysis is quantitative/statistical, to test established hypotheses. Data collection techniques are methods used by researchers in collecting research data using research instruments. Research instruments are tools or tools used by researchers in collecting data so that their work is easier and the results are better, in the sense that they are more accurate, complete, and systematic so that they are easier to process. Primary data sources are data sources obtained directly from subjects related to research. The primary data in this study are the data from filling out the questionnaire and the results of interviews with tourism visitors in Samosir Regency.

3. RESEARCH RESULTS

Samosir Regency has 9 subdistricts including Harian District, Nainggolan District, Onan Runggu District, Palipi District, Pangururan District, Ronggur Nihuta District, Sianjur Mulamula District, Simanindo District. In this study, there are tourist attractions in Samosir Regency, namely Sampuran Efrata Waterfall, Daily District, Pandang Tele Tower, Daily District, Pasir Putih Beach, Pangururan District, Holbung Hill, Daily District, Togaraja, Daily District, Aek Rengat Hot Springs, Pangururan District, Bukit Sibea-Bea, Harian District, Ulos Huta Raja Village, Pangururan District, and Tomok Village, Simanindo District. Samosir Regency has 9 Districts including Harian District, Nainggolan District, Onan Runggu District, Palipi District, Pangururan District, Ronggur Nihuta District, Sianjur Mulamula District, and Simanindo District. The selected tours in this study were visitors to tourist attractions in 3 subdistricts, namely Harian District, Pangururan District, and Simanindo District in Samosir Regency.[8]

Characteristics of Respondents Based on Tourist Attractions

No	Age	Amount	Percentage (%)
1	Sampuran Efrata Waterfall	9	7
2	Sibea Bea Hill	12	9
3	Holbung Hill	13	10
4	Togaraj	15	11
5	Ulos Huta Raja Village	7	5
6	Aek Rengat Pangururan	15	11
7	Pair Parbaba Beach	17	13
8	Tomok Village	25	18
9	Tuk Tuk	22	16
	Total	135	100

Table 3.1, respondents with visitors to Efrata Waterfall totaling 9 people or 7%, visitors to Sibea Bea Hill with a total of 12 people or 9%, visitors to Holbung Hill with a total of 13 people or 10%, visitors to Togaraja with a total of 15 people or 11%, visitors Ulos Huta Raja Village with a total of 7 people or 5%, visitors to Aek Rengat Pangururan with a total of 15 or 11%, visitors to Pasir Parbaba Beach with a total of 17 people or 13%, visitors to Tomok Village with a total of 25 people or 18% and Tuk Tuk visitors with the number of 22 people or 16%. The most dominant visitors to fill out the research questionnaire were visitors to tourist attractions in Tomok Village. The reason is that the place most visited by tourists is Tomok Village.

the results of the questionnaire answers obtained from 135 respondents in this study for the variable Safeness (x5) are as follows:

1. The biggest respondent's answer is satisfied, amounting to 64 people or 47.4%. This is because all tourist attractions in Samosir have security but are not too tight.
2. The biggest respondent's answer is satisfied, amounting to 49 people or 45.9%. This is because almost all tourist attractions have complete security tools.
3. The biggest respondent's answer is satisfied, amounting to 49 people or 36.3%. This is because almost all roads where tourist attractions have roadblocks, but some do not have roadblocks so they can cause sudden landslides.
4. The biggest respondent's answer was satisfied, amounting to 59 people or 43.7%. This is because all tourist attractions in Samosir have security posts.
5. The biggest respondent's answer is satisfied, amounting to 52 people or 38.5%. This is because several tourist attractions are not too far from tourist objects and public health facilities, but some do not have public health places in tourist spots.

the results of the questionnaire answers obtained from 135 respondents in this study for the Comfort variable (x6) are as follows:

1. The biggest respondent's answer is satisfied, amounting to 77 people or 57.0%. This is because the beautiful scenery makes tourists not want to stop to take selfies.
2. The biggest respondent's answer is satisfied, amounting to 66 people or 48.9%. This is because the tourist spots in Samosir are still cool and comfortable to calm down.
3. The biggest respondent's answer is satisfied, amounting to 64 people or 47.4%. This is because village regulations are not too difficult for tourists to make tourists feel comfortable.
4. The biggest respondent's answer is satisfied, amounting to 62 people or 45.9%. This is because the hot water in Aek Rengat makes tourists feel that they can relax comfortably.
5. The biggest respondent's answer is satisfied, amounting to 45 people or 33.3%. This is because almost all tourist attractions in Samosir are convenient places for shopping.
6. The biggest respondent's answer is satisfied, amounting to 62 people or 45.9%. This is because a vacation to Samosir is a great place to add historical insight.

According to Robert Sibarani (2017), The 4ASC concept will be able to attract tourists, encourage them to come to tourist areas, make them feel at home in the area, make them feel cared for, and guarantee them a safe and comfortable stay in the area. A tourist area such as the Lake Toba Tourism Area will further develop if the continuation of the 4ASC concept is implemented. The comfort that visitors feel when they are in tourist attractions is the main thing. Visitors will capture every moment while in a tourist spot. One of the places that are comfortable for visitors to visit is Aek Rengat Hot Spring because by visiting Aek Rengat Hot Spring tourists can relax comfortably and the alternative to Aek Rengat is also good. This can make customers feel satisfied after visiting tourist attractions. This is in line with research conducted by Ika Nur Wahyuni (2021) that tourists will enjoy every tourist spot if the tourist spot has a positive impact.

4. CONCLUSION

Safeness (x5) influences visitor satisfaction. This is shown from the results of the t-test, where count (5,045) > table (1,98), this means that partially Ancillary affects visitor satisfaction in Samosir district.

Comfort (x6), influences visitor satisfaction. This is shown from the results of the t-test, where count (6,079) > table (1,98), this means that partially Ancillary affects visitor satisfaction in Samosir district.

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