TOURIST PERCEPTION AND SATISFACTION
ON FOOD AND ENVIRONMENT IN NUSA DUA TOURISM AREA

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ABSTRACT

The tourism industry is strongly influenced by the perception and satisfaction of tourists towards a destination. Perception is considered in conjunction with dynamic tourist expectations and perceptions. They are changing, so it is important to measure the tourist perception routinely. Perception is used as a base by travellers for assessing the quality of services rendered to them. This study aims at assessing the perception of tourists to some of the attributes of the Nusa Dua Tourism area and measuring tourist satisfaction against some of these attributes. The attributes to be measured are: environment and food. This research is a quantitative research. It employs questionnaires to collect data. Data were collected from 280 respondents who were selected through random sampling. The descriptive statistics (frequency, percentage, and average) and Importance-Performance Analysis (IPA) are employed to determine the perception and satisfaction of tourists towards the attributes of environmental and food at the Nusa Dua Tourism area. The result showed that Nusa Dua area management had provided excellent service to the two attributes and had considered them as important components in delivering satisfaction with their visit in Nusa Dua tourism area. The findings, from a marketing perspective is as a basis for the management of the Nusa Dua Tourism area in making policies for the improvement of the region, especially in meeting the tourists' perception and satisfaction.

KEYWORDS: Perception, tourist satisfaction, environment and food, Tourism Regions.

INTRODUCTION

Master Plan of Tourism in 1971 (SCETO) has determined the center of Bali tourism development in three areas namely Nusa Dua, Sanur and Kuta. Nusa Dua Tourism Area began to be built with the beginning of the development of various infrastructure in 1976, while in 1981 began construction of various hotels (ITDC, 2015). Then the tourism area is experiencing rapid growth from year to year until now. Nusa Dua Tourism Area in its development became a reference to the pattern of development of tourism area in various regions in Indonesia. Although the area of tourism is experiencing rapid growth, it needs to be done regularly measuring the perception and

satisfaction of tourists to the utilization of services provided by this region. The analysis needs to be carried out as inputs for development and improvement in relation to the provision of services for tourists, to boost visit growth and boost the region's competitiveness of other growing tourism areas around the region, including adopting environmental issues used to attract tourists (Murni, 2014). Competition between regions in providing services needed by tourists every year more competitive along with the growing growth and increasing the quantity and quality of services provided by various tourist areas in Bali and in line with the growth of targets and the number of foreign tourists visiting Bali, as well as the economic sustainability actually becomes the focal point of all activities under the guise of the environment (Murni, 2017). The number of foreign tourist arrivals to Bali in 2016 was 4,927,937 (BPS Bali, 2016), increasing from the previous year.

Sustainability of tourism industry is strongly influenced by the perception of tourists to a tourist destination or tourist area as well as host perception (Sharpley,2014). To maintain customer loyalty, it is necessary to assess the perception and satisfaction of tourists to a tourist destination. Ismayanti (2010) states that a positive perception of the destination with a variety of tourist attributes on tourists is one guarantee against the development of these tourist destinations. This is supported by the opinion of Pitana and Gayatri (2005) where to get a positive perception of tourists then a destination is required to meet the desires of tourists. Research on the perception of tourists has been done by Su, L., Hsu, M.K. and Swanson, S. (2017), stated that the most dominant thing from the perception of tourists is service fairness and service quality. Perception of the quality of the object into benchmarks to see the level of quality of an object. This study emphasizes more on the perception of foreign tourists before visiting. When they get a positive perception of a tourist destination they have visited then they will be encouraged to visit again. The same is stated by Gnanapala (2015) that his research using Correlation analysis and multiple regression states that there are a positive correlation and linear relationship between the perception of tourists and destinations named DESPER (destination perception). Tourists who are satisfied with the destination will visit again and recommend to their friends. While Campos (2012) analysed the level of guest satisfaction of the existing gap between expectations and perceptions of service received guests at the hotel. The results show that there is little difference in attribute rankings, and Spearman's test confirms that guest expectations did not change significantly when the hotel category was changed.

For a tourism area, evaluation of the quality and satisfaction of tourists used as a basis for the perception of tourists on the experience during their visit. Importance-Performance Analysis (IPA) is used to measure the level of customer satisfaction with the attributes of a tourist area they have visited. In this method, it is necessary to measure the level of suitability to find out how much the tourists are satisfied with the performance of the tourism area management, and how much tourism area management understand what tourists want to the services provided. Zeithaml and Bitner (2000) state that satisfaction is the fulfilment of consumer responses. This opinion is affirmed by Kotler (2009) which defines customer satisfaction as a feeling of pleasure or disappointment of someone derived from comparing the performance of a product and service with hope. If performance is below expectations, consumers become dissatisfied, on the contrary, if performance exceeds expectations, consumers will feel satisfied and happy. Consumer satisfaction is the buyer's cognitive situation with respect to correspondence or mismatch between the results obtained compared to the sacrifices made. In addition, customer satisfaction is an evaluation of inherent surprise or attachment to product acquisition and/or consumption experience. In other words, consumer satisfaction is an evaluative assessment of the consumer after making a purchase (after-purchase) resulting from a specific purchase selection.

Attributes of a tourism area that can give influence on the perception of tourists who make a visit to the area there are several. As research has been done Wetprasit (2008) there are ten attributes. But in this paper will be analysed 2 attributes that are quite common influence tourists in choosing a tourist destination. Two attributes to be analysed are environmental and food attributes and consists of 9 items. Environmental attributes to be measured are the cleanliness, quality and cleanliness of accommodation, good location, security and safety. While the measured food attributes are the quality of food, the variety of cuisine, the convenience of meals, the service in the restaurant, and the vending machine.

The purpose of this study is to assess the perception and satisfaction of tourists who visit the Nusa Dua Tourism Area on the environmental and food attributes available in this area.

RESEARCH METHODOLOGY

Research carried out is a quantitative research with a research design that is conducting a survey of tourists who stay and visit in Nusa Dua tourism area. The data collected are primary data from respondents determined by purposive random sampling method. The questionnaire used to

measure the perception of tourists on the environment and food in Nusa Dua Tourism Area. Components assessed, measured by using a Likert scale with scale 5 that is 1 = very poorly provided - 5 = very well provided. As for attributes that are considered important by tourists is measured by using a Likert scale of 1 = very unimportant - 5 = very important. The questionnaire distributes to 20 hotels and 12 tourist facilities visited by tourists. 400 pieces of questionnaires were dispersed but not all were returned, and after being evaluated, only 280 questionnaires met the requirements for further analysis. The amount already meets the requirements required to utilize quantitative analysis tools such as those written by Coakes, Steed, and Ong (2009). To find out how important the attributes and how well the services provided by the region are analysed by using Importance-Performance Analysis (IPA)

RESULTS AND DISCUSSION

Profile of Respondents

A total of 280 respondents (72%) were between 25-54 years old and 51% were women. The respondents are foreign tourists and domestic tourists. Foreign tourists 77%, coming from Australia, France, Canada, USA, Asia, and domestic 23%.

Table 1. Profile of Respondents

No.	Variable	Category	%	No.	Variable	Category	%
1.	Nationality	Australia	27		Age - Continued	45-54	14
		RRC	3			55-64	9
		Canada	3			65-74	3
		Singapore	3			>74	1
		Malaysia	5	4.	Occupation	Management	28
		USA	5			Operation	13
		France	5			Professional	47
		India	4			Others	13
		UK	2				
		Indonesia	23				
		Others	20				
2.	Gender	Female	51				
		Male	49	5.	Education	Primary School	4
3.	Age	<24	16			High School	20
		25-34	34			Tertiary	76
		35-44	24				

Source: Research results, 2016.

Traveller's Satisfaction with the Environment and Food

Tourists who visit the tourist area of Nusa Dua are satisfied with the environment and the food available in the area. The result of the calculation of the mean value for the environmental performance is entirely above the value of 4 (four), it means that the tourists are satisfied with the environment of Nusa Dua Tourism Area. Satisfaction of tourists to the environment measured by several components such as the cleanliness, quality and cleanliness of accommodation, good location, and security and safety. While the mean value of importance is also above 4 (four) which means tourists also consider the environmental factors also become an important part in supporting the satisfaction for his visit to the tourist area of Nusa Dua. Based on IPA analysis, environmental factors are in quadrant 2 (Q2) it means that the tourists are satisfied with environmental factors, and the area managers have performed well in managing the environment and need to keep doing this good thing. Nusa Dua Area management must maintain and enabling them to improve the performance they have performed on these environmental factors. Tourists consider environmental factors to be very important in satisfying their visits. Nusa Dua Resort has been developed separated from the surrounding community, an excellent garden arrangement, and very safe and comfortable have been giving satisfaction to the visiting tourists.

Tourists are also satisfied with the food available in the resort. The satisfaction of tourists to the food available in this area is measured by several components of food quality, good food, food variety, the convenience of meals, and service in restaurants. The result of the calculation of mean value for the performance is all above 3 (three) except the service in the restaurant is above 4 (four), this means that the tourists are satisfied with the food factor during their visit to the Nusa Dua tourist area. The result of calculating the mean value of importance is above 4 (four) which means that tourists assess the food factor is an important factor in determining the satisfaction of the visit. From the IPA analysis of food components, food quality, convenience of meal and variety of cuisine are in quadrant 2 (Q2) which means that the three components are still needed to be done well. The variety of cuisine component is in quadrant 3 (Q3) which means that this component has no need for improvement in the variety of available food is very good. The vending machine component is considered by travellers as a less important component to their satisfaction, so management does not need to focus their work on this. Availability of vending machine at Nusa Dua Resort is not very necessary because tourists prefer to get the experience of

enjoying food with quality service. The vending machine cannot provide the desired experience for the tourists.

Table 2. Level of Satisfaction of Travellers on Environment and Food.

No.	Attributes	Mean Performan-ce	Mean Importanc e	Gap	Quadrant
Food					
1.	Quality of food	3,98	4,19	-0.21	Q2
2.	Variety of cuisine	3,91	4,13	-0.21	Q3
3.	Convenience of meals	3,91	4,10	-0,19	Q2
4.	Service in restaurant	4,04	4,15	-0.11	Q2
5.	Vending machine	3,51	3,49	0,02	Q4
Environment					
1.	Cleanliness	4,11	4,36	-0.25	Q2
2.	Quality and cleanliness of accommodation	4,18	4,36	-0.19	Q2
3.	Good location	4,19	4,30	-0.12	Q2
4.	Safety and security	4,17	4,39	-0.22	Q2

Source: Research results, 2016

General Traveler's Satisfaction Rate on the Environment and Food

Tourists who stay and visit the tourist area of Nusa Dua are generally satisfied, this can be seen from the mean value for the performance of all measured components that are above 3 (three) and 4 (four). All aspects of environmental and food attributes are in quadrant 2 (Q2) and only aspects of food, such as a variety of cuisine and vending machine are in Q3 and Q4**.** Nusa Dua Area management does not need to focus on providing vending machines for tourists because these components are not considered very important by tourists.

CONCLUSION

The environmental and food attributes for the Nusa Dua Tourism Area are considered by tourists as a very important component that should be provided by the managers of the area, it is seen from the value of calculating the mean value of the important aspect above 4 (four). Similarly, the mean value of the performance aspect is above 3 (three) which means that the component has been provided well by the manager.

IMPLICATIONS

By understanding the perception and satisfaction of tourists to various attributes of the Nusa Dua Tourism Area, the manager can focus their attention and efforts to make improvements to aspects of attributes that are considered important by tourists. The aspect of food quality, food delights and variety of food is an excellent aspect available in this region due to the presence of star-rated hotels in the region that have offered quality, delicious and varied food. Managers do not need to focus too much on this aspect of policy. While the 6 (six) aspects of the two attributes are in quadrant 2 (Q2) it means that it is well-provided, needs to be maintained and done improvement efforts to more satisfy the tourists.

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