

Identifying factors affecting domestic tourist satisfaction of tourist destinations in Indonesia

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Abstrak

ABSTRACT

The objective of this study was to identify the factors affecting domestic tourist satisfaction of tourist destinations. The type of this study was a quantitative descriptive study using Cochran Q test and factor analysis of tourist satisfaction drivers factors. The result of this study showed that there were 38 attributes affecting domestic tourist satisfaction in Indonesia. The first rank was the beauty of natural attractions; the second rank was artificial tourism attractions; and, the third rank was the cost and cleanliness of facilities and environment of tourism destinations. Furthermore, all these attributes were clustered into several factors: attraction, amenities, accessibility, hospitality, and ancillary. The significance of this study is that the identified factors are beneficial for stakeholders as the indicators of customer satisfaction.