

Factor Analysis Of Increasing Elderly Tourist Satisfaction At Bogor Botanical Garden

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ABSTRACT

This study aims to be able to find out the influence of the image of tourist destination locations, prices, and facilities in the tourist area in the Bogor Botanical Garden on the satisfaction of elderly tourists. This study uses quantitative analysis through several resistant tests, namely the validity test stage, reliability test stage, and classical assumption test stage (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis stage. The hypothesis test is to perform a t-test, an F-test, and a coefficient of determination. Data was collected by making questionnaires to be distributed to 100 respondents through random sampling and analysis using SPSS. The results of this study show that there are some of the destination image variables will greatly affect the satisfaction of elderly tourists in the Bogor Botanical Garden tourist area, where the price will affect the satisfaction of elderly tourists, and the existence of facilities in the Bogor Botanical Garden tourist area will affect the satisfaction of elderly tourists. So it can be concluded that the image of a tourist destination area, prices, and facilities will be able to affect the satisfaction of elderly tourists in the Bogor Botanical Garden tourist area.

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1. Introduction

Tourism has its allure, by offering various tourism categories, including nature tourism, cultural tourism, culinary tourism, spiritual tourism, and others, which can attract both domestic and foreign tourists. Referring to the data from the Central Statistics Agency in 2022, foreign tourists visiting Indonesia have increased, as in Table 1.

Table 1. Number of foreign tourists in Indonesia in 2019-2022

Year	Total
2019	10.230.775
2020	11.519.275
2021	14.039.799
2022	15.810.305

^a. Source: Badan Pusat Statistik 2023

Tourist attractions in Indonesia are very diverse and beautiful to visit, such as in the Bogor area. Bogor City is one of the cities most attractive to tourists because it has many variations of tourism, such as cultural tourism, natural tourism, religious tourism, and culinary tourism. Of the many tours in the city of Bogor, one of which is the Bogor Botanical Gardens tour.

Bogor Botanical Garden itself is one of the tourist attractions that offers natural beauty as its mainstay. The urban forest is also a historical site and plant research. And also has facilities offered,



such as a guest house, garden shop, library, and various other natural facilities. The many facilities provided by the Bogor Botanical Gardens tour make domestic and foreign tourists happy to visit these tours, in addition to the natural beauty and cool air that can be enjoyed by elderly tourists, there are also facilities for internships and research, and there are various kinds of plants that make children can know all kinds of plants.

The number of tourists visiting the Bogor Botanical Gardens is very volatile. The types of tourists vary widely, from children to the elderly, creating tourist satisfaction in general can be done by creating a positive perception in the minds of tourists about the product. To create the satisfaction of elderly tourists, namely providing facilities for tourists from the elderly group, such as tourist destination spaces, providing media attractions in the form of open spaces, walking tracks, and connectivity with the past. Parking lots and drop zones are close to counters and tourist attractions so that the elderly do not have to walk far, due to their unsupportive physical condition, zones for bicycles, horse carts, buses, cars, rest areas, and shady and gentle pedestrian paths. The formulation of the problems in this study are as follows: (1) Does the Destination Image partially influence the satisfaction of elderly tourists at Bogor Botanical Gardens?. (2) Does price have a partial effect on the satisfaction of elderly tourists at Bogor Botanical Gardens?. (3) Do facilities have a partial effect on the satisfaction of elderly tourists at Bogor Botanical Gardens? (4) Do Destination Image, Price, and Facilities simultaneously influence the satisfaction of elderly tourists at Bogor Botanical Gardens?

The research objectives in this study are as follows: (1) To find out the effect of destination image partially on the satisfaction of elderly tourists at Bogor Botanical Gardens. (2) To find out the effect of price partially on the satisfaction of elderly tourists at the Bogor Botanical Gardens. (3) To find out the effect of facilities partially on the satisfaction of elderly tourists at the Bogor Botanical Gardens. (4) To find out the effect of destination image, price, and facilities simultaneously on the satisfaction of elderly tourists at the Bogor Botanical Gardens..

2. Method

This research method is a study related to using primary data sourced from data obtained directly from respondents. The existing data is data collected from the questionnaire, where the questionnaire presents a series of questions to respondents in the form of written questions to get responses and input from respondents. The study conducted in this study focused on elderly tourists who had visited the Bogor Botanical Garden tourist area. The sampling technique used in this study is using random sampling. The sample size in this study was found from 100 respondents. And in the process of data analysis in this study descriptive analysis and multiple linear regression. In this study, research was also conducted with three independent variables, namely destination image (X1), Price (X2), and Facilities (X3). The dependent variable in this study is the satisfaction of elderly tourists (Y)

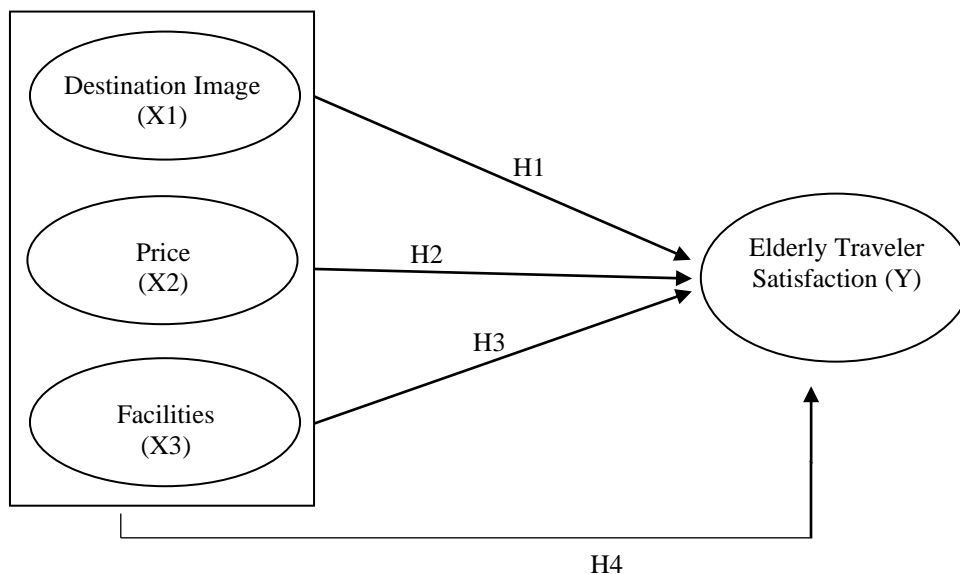


Fig 1. Research Methods

In this study, the hypothesis proposed is:

H1: Destination image affects the satisfaction of elderly tourists on the Bogor Botanical Gardens tour.

H2: Price affects the satisfaction of elderly tourists on the Bogor Botanical Gardens tour.

H3: Facilities affect the satisfaction of elderly tourists on tours of the Bogor Botanical Gardens.

H4: Destination image, price, and facilities affect the satisfaction of elderly tourists at Bogor Botanical Gardens

3. Results and Discussion

Validity test

The validity test is conducted to measure the validity of the questionnaire. The significance test was performed using the r table. The r table value for sample 100 with a significant level of 5% shows that the r table is 0.1966. This validity test is conducted to find out if the results of the respondent's answer are valid or not. This is because the answers of the respondents differ from one another. So it is necessary to make validity, then r count = item statement will be said to be valid if the value of r count > r table as in the table.

Table 2. Validity Test Results

Validity Test			
Items	R count	R table	Description
X1.1	0,668	0,1966	Valid
X1.2	0,555	0,1966	Valid
X1.3	0,313	0,1966	Valid
X2.1	0,620	0,1966	Valid
X2.2	0,598	0,1966	Valid
X2.3	0,679	0,1966	Valid
X2.4	0,511	0,1966	Valid
X3.1	0,569	0,1966	Valid
X3.2	0,624	0,1966	Valid
X3.3	0,452	0,1966	Valid
X3.4	0,307	0,1966	Valid
X3.5	0,445	0,1966	Valid
X3.6	0,394	0,1966	Valid
Y.1	0,553	0,1966	Valid
Y.2	0,486	0,1966	Valid
Y.3	0,489	0,1966	Valid
Y.4	0,438	0,1966	Valid
Y.5	0,572	0,1966	Valid

b. source: Processed questionnaire data, 2020

Table 2. Presented the r value calculated on each indicator variable, which exceeds the r value in the table containing a sample of 100 respondents at a significance level of 0.05 of 0.1966. From these results, it can be identified that the question items used to investigate each variable in this study are considered valid.

Reliability Test

The reliability test is used after the validity test is completed so that only valid items can be tested for reliability. So if an item is invalid, it will automatically be discarded, and the valid one is tested for reliability. The formula that is often used for reliability is Cronbach's Alpha. A variable is said to be reliable if it provides a Cronbach Alpha value > 0.60 (Ghozali, 2013).

Table 3. Reliability Test Results

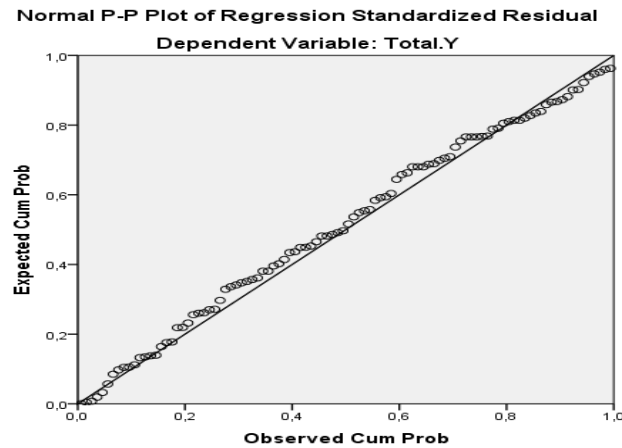
Variable	Cronbach's Alpha	Description
Destination Image (X1)	0,604	Reliable
Price (X2)	0,721	Reliable
Facilities (X3)	0,660	Reliable
Elderly Traveler Satisfaction (Y)	0,666	Reliable

c. Source: Processed questionnaire data, 2020

Based on data from Table 3. It was found that from the number of statements as many as 18 statements and for Alpha Cronbach scores found to be higher than the value of 0.60, the statements submitted on the questionnaire that had been distributed to respondents were reliable.

Classic assumption test

1) Normality test



d. Source: processed data, 2023

Fig 2. P-Plot Normality Test

In Figure 2 it is found that the data depicted shows the disperse along the diagonal line and corresponds to its direction. This led to the conclusion that existing regression models had satisfied the assumption of normality.

2) Multicollinearity Test

To determine the statistical test used to assess whether a model combines perfect or near-perfect relationships between independent variables use multicollinearity, this is done to inhibit the ability to be able to distinguish between the individual effects of each variable on the dependent variable. This test is carried out to determine the certainty of the absence of correlation between independent variables and the use of regression equations. To be able to identify multicollinearity, one must be able to check the value of the variance inflation factor (VIP) and the toleration value (Priyatno, 2008).

Table 4. Multicollinearity Test Results

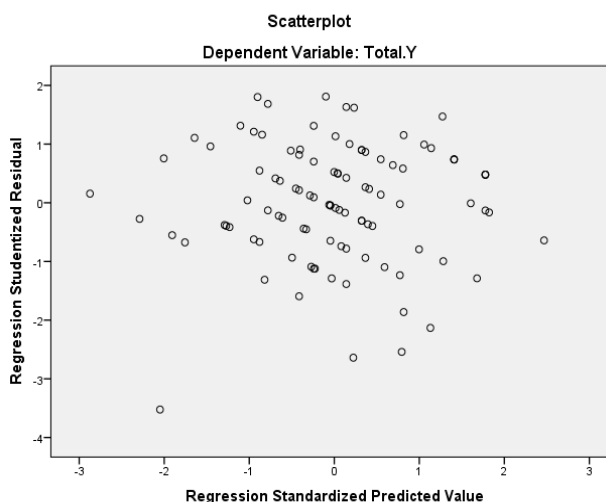
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Total.X1	,981	1,019
Total.X2	,952	1,051
Total.X3	,970	1,031

e. Source: processed data, 2020

Each of the independent variables—destination image, price, and facilities—has a VIP value of less than ten and a tolerance value greater than 0.1, as shown in the table above. Based on the findings of this study, it can be concluded that multicollinearity does not exist among the independent variables.

3) Heteroscedasticity Test

The fundamental concept behind conducting this test using a scatter plot is to examine the relationship between the predicted value of the independent variable (ZPRED) and its residue (SRESID). Determining heteroscedasticity tests utilizing a scatter plot is predicated on the following:



f. Source: processed data, 2020

Fig 3. Scatterplot

Referring to the findings presented in Figure 3, the following conclusions can be drawn:

1. Heteroscedasticity is indicated by a distinct pattern on the SPSS scatter plot graph, such as points forming a linear progression (wavy, expanding, then contracting).
2. On the contrary, heteroscedasticity can be ruled out when an undefined pattern is observed and the data points are dispersed.

Multiple Linear Regression Analysis

1) Regression Equations

This is a statistical tool utilized to ascertain the nature of the relation between the dependent variable, which in this case is the satisfaction of elderly visitors, and the independent variables of destination image, price, and facilities. By utilizing SPSS 22.00, the subsequent table presents the resulting regression model:

Table 5. Regression Equations Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			Std. Error	Beta		
	(Constant)	3,077	2,665		1,155	,251
1	T.X1	,316	,159	,167	1,991	,049
	T.X2	,264	,082	,276	3,242	,002
	T.X3	,431	,081	,452	5,351	,000

g. Source: processed data, 2020

From the table, the regression equation for the image of destinations, prices, and facilities on the satisfaction of elderly tourists is obtained as follows:

$$Y = 3,077 + 0,316X_1 + 0,264X_2 + 0,431X_3$$

Referring to this equation, the following interpretation is made:

1. The constant value (a) is positive, which is 3.077, meaning that if the independent variables, namely destination image (X1), price (X2), and facilities (X3) are zero, then elderly tourist satisfaction is worth 3.077.

2. The regression coefficient value of the destination image variable (X1) is positive, which is equal to 0.316. This shows that for each one-unit increase, the satisfaction of elderly tourists will increase by 0.316.
3. The value of the price variable regression coefficient (X2) is positive, which is 0.264. This shows that for each one-unit increase, the satisfaction of elderly tourists will increase by 0.264.
4. The value of the facility variable regression coefficient (X3) is positive, which is equal to 0.431. This shows that for each one-unit increase, the satisfaction of elderly tourists will increase by 0.431.

2) *T-test*

The T-test is employed to assess the impact of the independent variables on the dependent variable in this study. If the Sig t value is less than 0.05, it indicates statistical significance and implies the rejection of the null hypothesis (H0) in favor of the alternative hypothesis (Ha). The outcomes of the t-test are displayed in the subsequent table:

Table 6. T Test Results

Model	T	Sig.
(Constant)	1,155	,251
T.X1	1,991	,049
T.X2	3,242	,002
T.X3	5,351	,000
a. Dependent Variable: Total. Y		

^h Source: processed data, 2020

Referring to the provided table, the t-test findings identified that the destination image (X1) has a substantial effect on the contentment of older visitors (Y). This is supported by the sig t value of 0.049, which is less than the significance level of 0.05. The t-test findings for the relationship between price (X2) and the contentment of elderly visitors (Y) indicate a significant effect of X2 (Price) on the satisfaction of elderly tourists, as evidenced by the t value (0.002) being less than the sig. level of 0.05. The t-test findings comparing the facilities (X2) and the contentment of elderly visitors (Y) indicate a substantial effect of X2 (facilities) on the satisfaction of elderly tourists, with a sig. t-value of 0.000 ($p < 0.05$).

3) *F test*

The purpose of the F test is to investigate if the independent variables, specifically the destination image, price, and facilities contained in the model, together impact the dependent variable, which is the satisfaction of older tourists. If the significance F value is less than 0.05, the result is considered statistically significant. Consequently, the null hypothesis (H0) is rejected, and the alternative hypothesis (Ha) is accepted. The results of the F-test are displayed in the table below:

Table 7. F Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	136,383	3	45,461	16,228	,000 ^b
Residual	268,927	96	2,801		
Total	405,310	99			
a. Dependent Variable: Total. Y					
b. Predictors: (Constant), Total.X3, Total.X1, Total.X2					

ⁱ Source: processed data, 2020

According to the significance value table, with $F(0.000) < \alpha = 0.05$, the regression analysis model is deemed statistically significant. Therefore, the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted, indicating that the variables destination image (X1), price (X2), and amenities (X3) all have a significant impact on the satisfaction of elderly travelers.

Coefficient of Determination

This quantifies the extent to which the independent variable affects the dependent variable. This can be determined by examining the value of Adjusted R Square.

Table 8. The results of the determination coefficient test

Model	R	R Square	Adjusted R Square
1	.580 ^a	.336	.316

j.

Source: processed data, 2020

The finding yielded an Adjusted R Square (R²) value of 0.316. Consequently, a significant proportion of the variables related to the destination image, pricing, and facilities have the potential to influence the satisfaction levels of older tourists, amounting to 31.6%. The remaining 68.4% is subject to the influence of additional variables that were not considered in this study.

Discussion

The Influence of Destination Image on Tourist Satisfaction

The study reveals a substantial influence of destination image on the level of satisfaction among elderly tourists visiting the Bogor Botanical Garden. This study aligns with the research conducted by Hanif, Kusumawati, and Kholid et al, (2016). The research focused on the role of destination image on visitor satisfaction and its subsequent impact on tourist loyalty. The study specifically examined Indonesian tourists visiting Batu City. The positive perception of a site might contribute to the contentment of older travelers.

The Effect of Price on Tourist Satisfaction

There is a significant effect between price on the satisfaction of elderly tourists on Bogor Botanical Garden tourism. This research is in line with a study by Afridah Intan and Nova Eviana (2018) with the title "The influence of tourism products and prices on tourist satisfaction in Taman Mini Indonesia Indah, East Jakarta.", Bogor Botanical Gardens apply a relatively affordable price. Only by paying a relatively cheap fee, elderly tourists can enjoy various kinds of tourist activities, both educational, recreational, and socio-cultural. So it is not surprising that the price factor is a variable that affects tourist satisfaction. In addition, the management of the Bogor Botanical Gardens often provides discounts when there is a certain event so that ticket prices are cheaper than usual, making the price one of the main reasons for satisfaction for elderly tourists visiting Bogor Botanical Gardens. So the more tourists who visit, the more optimal the profit received.

The Effect of Facilities on Tourist Satisfaction

There is a significant effect between facilities on the satisfaction of elderly tourists on Bogor Botanical Garden tourism. This research is in line with the one from Sri Handayani, Khairiyansyah, and Nanang Wahyudin (2019) with the title "Facilities, Accessibility and Tourist Attraction to Tourist Satisfaction". It can be said that the facilities that tourists want to achieve tourist satisfaction are complete facilities, with clean conditions also maintained. What is no less important is that through existing facilities it can meet the needs or accommodate tourist activities in the Bogor Botanical Gardens. Overall, the existing facilities at the Bogor Botanical Gardens have these criteria, to make visiting tourists able to fulfill their needs through the facilities provided, this certainly makes tourists comfortable and satisfied to have visited tourist objects and also creates tourist satisfaction.

4. Conclusion

1. Destination image partially influences the satisfaction of elderly tourists on the Bogor Botanical Gardens tour.
2. Price has a partial effect on the satisfaction of elderly tourists on tours of the Bogor Botanical Gardens.
3. Facilities have a partial effect on the satisfaction of elderly tourists on tours of the Bogor Botanical Gardens.
4. Destination image, price, and facilities simultaneously (jointly) affect the satisfaction of elderly tourists on the Bogor Botanical Gardens tour.

Suggestion

Bogor Botanical Gardens

Tourist attractions in the Bogor Botanical Gardens already have adequate facilities and affordable prices, but the management of the Bogor Botanical Gardens should always pay attention to and make improvements to public facilities in the Bogor Botanical Gardens such as prayer rooms, toilets, trash bins, and information boards or availability of maps for use. increase visitor satisfaction. As for the cleanliness of the Bogor Botanical Gardens, periodic checks can be carried out for cleanliness (both the cleanliness of the gardens, roads, toilets, and prayer rooms) and the availability of clean water in various public facilities in the Bogor Botanical Gardens. By paying attention to every facility and maintaining cleanliness in tourist attractions, visitors will be happy to come to the Bogor Botanical Gardens, and Bogor Botanical Gardens tours can compete with other tourist attractions.

Readers

For readers after reading this research, to develop the writing in this study, if the writing in this study still has many shortcomings and provides constructive criticism and suggestions. Tourists visit Bogor Botanical Gardens tourist attractions to maintain cleanliness, dispose of garbage in its place, and not damage existing facilities so that Bogor Botanical Gardens tourism remains clean and has adequate facilities..

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