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TOURIST CHARACTERISTICS, TOURISM PRODUCT ATTRIBUTES, AND TOURIST SATISFACTION ON VISITING TOURISM OBJECT OF RAMMANG-RAMMANG LIMESTONE FOREST PARK, MAROS DISTRICT OF SOUTH SULAWESI, INDONESIA

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ABSTRACT

This research was written with a clear and specific focus, namely examining the tendency of tourist characteristics and attributes of tourism products where the attributes of tourism products are related to tourist satisfaction in visiting the attractions of Rammang-Rammang Limestone Forest Park in Maros Regency, Sulawesi Selatan (South Sulawesi). In this study we used descriptive statistics, in which the data analysis techniques are grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, doing calculations to answer the problem formulation. In this study there are two data analysis techniques conducted, namely quantitative descriptive statistics and Customer Satisfaction Index (CSI). Based on the results of the analysis, we obtained the response of tourists visiting the Rammang-Rammang Limestone Forest Park that based on psychographic segmentation from the seven demographic aspects of tourist characteristics, there are 5 (five) aspects that tend to be Midcentric and only 2 (two) are near allocentric, so it can be said that the majority of tourists visiting the Rammang-Rammang Limestone tourism object have a Mid-centric characteristic. Traveler ratings of the Tourism Product Attributes variables related to tourist satisfaction when viewed in the categories in the continuum line are in the high category. Sustainable tourism attractions such as tourism attraction Rammang-rammang Limestone Forest Park can provide satisfaction for visitors.

KEY WORDS

Characteristics of tourists, tourism product attributes, tourist satisfaction, rammang-rammang.

Tourism development in general aims to improve the quality of a destination so that it can attract tourists to visit in accordance with their respective destinations. The central government and regional governments will try to develop the tourism sector well based on the tourism potential in each region. According to Spillane (1994; 14), tourism activities can be large due to three things: (1) The exotic appearance of tourism; (2) The wishes and needs of modern people called leisure time entertainment; and (3) Fulfilling the political interests of the ruling party of the country which was made a tourist destination. It can be said that tourism is an activity that is involved by people who travel. Indeed, most tourism activities are related to mobility, with the term tourism called tour, which is a travel activity that has its own characteristics that give color to the tour, is relaxed, happy, happy, and for fun. In an effort to attract tourists, professional management of tourism assets is also needed to be improved, especially planning and structuring that are natural and cultural, so managers must know the characteristics of tourists and the attributes of tourism products related to the satisfaction of visiting attractions. Attributes of tourism products refer to the opinion of Yoeti (2002; 211) which states that tourism products as one of the bidding objects in tourism marketing have the main elements consisting of 3 parts, namely: (1) Attraction attractions, including potential power natural tourism attraction based on the development of natural tourism which is based on the main potential of natural resources (natural and cultural based tourism); (2) Facilities owned by tourism objects, including accommodation, food processing business, parking, recreation and others; and (3) Ease to reach the tourist destination. Tourists will go on a tour if there is a relationship between the motive for tourism and the destination, while travel can

be done if there are facilities to reach the place. This facility is not sufficient to meet the requirements if the area that is a tourist destination is not equipped with facilities for the needs of tourists during their tour, such as food and beverage services, accommodation, entertainment, shopping, and transportation that can deliver to other tourist attractions. So that tourist trips to tourist destinations can be satisfied, it is necessary to package tourism products in accordance with the needs and desires of tourists (Fiatiano, 2008; 6). The tourists who visit a tourist spot are very diverse, both seen from the origin of the tourist area and the motives of visiting an object. The desires and needs of tourists for tourism facilities are also very diverse and therefore the attributes of tourism products must be a special concern in attracting tourists who have various characteristics.

Tourist characteristics consist of gender, age, status, profession, and last education level. Gender needs to be known because now more women than men and women tend to have frugality other than that in the world of work most women earn less than men it also affects the size of the money used for travel purposes. Age needs to be known because a person's needs and tastes will change according to age. Status needs to be known because for those who are married, in making decisions about family tourism needs interaction between family members, while for those who are not married, the decision to travel depends on themselves. Professionals need to be known because people's occupation are varied with different levels of wages or salaries. This will affect a person's ability to choose tourist attractions. The last level of education needs to be known because with 5 different levels of education different types of tourism will be chosen (Oktaviani and Suryana 2006; 45). This research was written with a clear and specific focus, namely examining the tendency of tourist characteristics and attributes of tourism products where the attributes of tourism products are related to tourist satisfaction in visiting the attractions of Ramma-Rammang tourism in Maros Regency. The Rammang-Rammang tourist attraction is a place in the Maros-Pangkep karst (limestone) mountain range. It is located in the village of Salenrang, Bontoa Subdistrict, Maros Regency, South Sulawesi Province, about 40 km to the north of Maros City. Interesting places in this area are the limestone forest park, the Bidadari lake, the 'Barakka Bulu cave, the Telapak Tangan cave, the cave Pasaung, Pute river and Berua village. The area of the Rammang-Rammang Limestone forest forest is 45 000 hectares (45à km²) and is the third largest karst area in the world, after Tsingy in Madagascar and Shilin in China. There are two stone forest park complexes in Rammang-Rammang, namely in the north and in the south. As the management of tourist visiting areas in various other regions, efforts to manage Rammang-Rammang Limestone forest forest tourism objects have also shown encouraging developments. The following table 1 shows the number of tourists visiting the Rammang-Rammang limestone forest park attractions from 2014 to 2018.

The development of tourists visiting Rammang-rammang tourism objects in 2014 - 2018 tends to fluctuate. In 2015 the number of tourists was 609,141 people, an increase of 7.28% compared to the previous year (2014) which was only 564,747 people. The decrease was achieved in 2016 in the amount of 322,764 people or decreased by -52.98.77% from the previous year. In 2017 there were 362,554 people or an increase of 89.02% and in 2018 it decreased again to 327,996 people. Seeing from the data that illustrates the ups and downs of tourist visits in the karst area of rammang-rammang attractions every year indicates the tendency of aspects of tourism products that must be reviewed seen from the characteristics of tourists visiting the karst areas of rammang-rammang whose purpose is for the satisfaction of tourists itself.

Some previous studies on visitor satisfaction analysis, among others, were conducted by Oktaviani and Suryana with the title analysis of visitor satisfaction and the development of agro tourism facilities (case study at the Pasirmukti Bogor Tourism Garden). This study presents the results of research on the characteristics of visitors, the decision process of the visit, the response of visitors, and the level of visitor satisfaction with the attributes of tourism products offered by the Bogor Pasirmukti Tourism Garden, as well as the facilities that need to be added to support the performance of the Pasirmukti Bogor Tourism Garden. Based on this research it can be seen that overall tourists are quite satisfied with the ease of reaching the location, attractiveness and facilities contained in the Bogor Pasirmukti Tourism Garden.

According to information from the manager of Rammang-Rammang Limestone forest park tourism object, until the beginning of this research there were no academics or non-academics who conducted research focusing on the tendency of tourist characteristics and attributes of tourism products, where the attributes of tourism products are related to tourist satisfaction visit the attractions of the Rammang-Rammang Limestone forest forest park. Although this research is the first time conducted in the tourist attraction of the Rammang-Rammang Limestone forest park, but writing about the characteristics of tourists, tourism products related to tourist satisfaction has been widely stated by previous authors.

METHODS OF RESEARCH

The field research / survey was conducted in the Rammang-Rammang Karst tourism object area in Maros Regency with the object of the study being the visitors / tourists who came to the Rammang-Rammang Karst tourism object in March - May 2019. Population size refers to the latest visit data obtained researchers at the time of the survey, the 2018 visit data were as many as 20,293 people. In the context of efficiency and effectiveness of research, sampling is done as a representation of the population. As a representative sample of the population, researchers used the Slovin Formula guidelines. Slovin's formula for determining sample size is (Umar, 2005) in Oktaviani and Suryana (2006; 44):

$$n = \frac{N}{1 + (Ne^2)}$$

Where: n = Sample size; N = Population size; e = the critical value or accuracy limit desired.

Based on the formula above with a population of 20,293 people, with a critical value or the desired accuracy limit of 10%, the number of eligible samples is 99,5.

To facilitate the calculation, the minimum number of samples taken is rounded up to 100 people. In order to obtain the data needed for this research activity, the data in the field was collected by distributing questionnaires. The analysis technique used in this study is the statistical analysis and Customer Satisfaction Index (CSI)

RESULTS AND DISCUSSION

Based on the results of the analysis, it is obtained the response of tourists visiting the Rammang-Rammang Limestone stone forest tourism object regarding tourist characteristics related to tourist satisfaction.

The sociodemographic characteristics of the respondents who visited the Rammang-Rammang Limestone Forest Park attraction are as follows: the majority are private employees, the majority are 17-25 years old, the level of education is high school, the majority are female and the place of origin is the majority of the city of Makassar, so it can be concluded that the majority of tourists visiting the attractions of the Rammang-Rammang limestone forest park are local tourists and come from the province of South Sulawesi.

Psychographic characteristics of tourists visiting the Rammang-Rammang Limestone Forest Park attraction are as follows:

- is a repeat tourist (repeater), has a monthly expenditure of between 1 million rupiah - 5 million rupiah, the length of the visit is a full day tour, and has a motivation to visit to see tourist attractions in the form of kars so that it can be concluded that based on venturesomeness, the majority of tourists visiting the Rammang-Rammang limestone forest forest attraction has a Mid-centric character meaning it has a tendency towards the type of tourist allo centric and physicosentric;
- relationship between demographic and psychographic characters (based on venturesomeness).

Looking at the above psychographic segmentation of the seven demographic aspects of tourist characteristics, there are 5 (five) aspects that tend to be Midcentric and only 2 (two)

are near allocentric, so it can be said that the majority of tourists visiting the attractions of the Rammang-Rammang limestone forest park has a Mid-centric character.

Table 1 – Psychographic segmentation

Demographic		Psychographic	Psychographic segmentation
Job	Student	Psychocentric	
	Government employees	Near Allocentric	
	Private	Midcentric	Midcentric
	entrepreneur	Midcentric	
	Others	No specific characteristics	
Age	<17 y.o	Midcentric	
	17-25 y.o	Near Allocentric	Near Allocentric
	26-45 y.o	Midcentric	
	46> y.o	Psychocentric	
Education Level	High school	Midcentric	Midcentric
	Diploma	Near Allocentric	
	Bachelor	Psychocentric	
	Others	no specific charactersistics	
Frequency of visits	1 times	Near Allocentric	
	2-3 times	Midcentric	Midcentric
	4-5 times	Psychocentric	
	>5 times	Psychocentric	
Total Expenditures	<500 thousand	Near Allocentric	Near Allocentric
	500 thousand - 1 million	Midcentric	
	1 million - 5 million	Psychocentric	
	> 5 million	Psychocentric	
Length of stay	HalfDay	Near Allocentric	
	FullDay	Midcentric	Midcentric
	OverNight	Psychocentric	
	>2 Day	Psychocentric	
Visit motivation	Enjoy the natural scenery	Psychocentric	
	River Tours and Adventure	Near Allocentric	
	Looking at Kars Stone	Midcentric	Midcentric
	the other	No specific characteristics	

Based on the results of data processing, the results obtained by tourists who visited the attractions of the Rammang-Rammang limestone forest park related to tourist satisfaction. The full recapitulation of tourist responses will be explained in Table 2 as follows.

Table 2 – Recapitulation of Tourist Responses to Tourism Product Attributes Related to Tourist Satisfaction in Rammang-Rammang Attractions

No	Travel Product Attributes	Score	%	Ideal Score	Index
1	Attractions Of The Destinations	1115	33.66%	1500	74,33%
2	Facilities of the destinations	1102	33.26%	1500	73,46%
3	Accessibilities of the destinations	1096	33.08%	1500	73,06%
	<i>Total/Average</i>	3313	100	4500	73,61%

Based on Table 2 above it can be seen that the variable of the Tourism Product Attributes related to tourist satisfaction that has the highest index is Attractions Of The Destinations with a percentage of 74.33%. This shows that the tourist attraction of Rammang-rammang Limestone Forest Park is very identical to the attractiveness and charm of the nature it has. Then the Facilities of the destinations index with a percentage of 73.46%, while for the lowest index is the Accessibilities of the destinations has an index of 73.06%.

The Tourism Product Attribute Variables related to tourist satisfaction have a total score of 3313. To find out the position of the Tourism Product Attributes related to tourist satisfaction, it is necessary to calculate the continuum line through the totals previously calculated. Based on the results of data processing carried out by distributing questionnaires

containing 9 items of statements regarding the Travel Product Attributes related to tourist satisfaction, the following calculations are made.

Ideal score = highest score x number of items x number of respondents = 4500

Ideal score = lowest score x number of items x number of respondents = 900

Interval distance = (maximum value - minimum value) = 720

Based on the results of these calculations it is known that the expected ideal score is 4500 with a total score of 3313 or 73.61%. This shows that the score of tourist responses to the Tourism Product Attributes related to tourist satisfaction in the tourist attraction of Rammang-rammang Limestone Forest Park can be categorized high. Here is a picture of the line of the Travel Product Attributes related to tourist satisfaction.

Figure 1 – Travel Product Attributes Continuous Line Associated With Tourist Satisfaction

The data processing results in Figure 1 explain that ideally the continuum value of the recapitulation results of tourist responses in assessing the line of Tourism Product Attributes related to tourist satisfaction in the tourist attraction of Rammang-rammang get a score of 3313. It can be concluded that the tourist rating of the Tourism Product Attributes variable relating to tourist satisfaction when viewed in the category in the continuum line is in the high category. Daud (2011, p. 255) states that various empirical studies lately show that tourists are more interested in visiting sustainable and natural tourism destinations. Sustainable tourism attractions such as Rammang-rammang Limestone Forest Park tourist attraction can provide satisfaction for tourists who visit.

CONCLUSION AND SUGGESTIONS

After conducting research and then analyzing data obtained from respondents' answers, the writer can draw the following conclusions based on the analysis of the characteristics of tourists it can be seen that the majority of female tourists are 52%, aged between 17 years - 25 years by 42%, working as a private employee as much as 32% and most recently educated high school as much as 40%. it can also be a conclusion that there is a tendency for the relationship between the characteristics of tourists which includes gender, age, profession and the last level of education with tourist satisfaction. Thus the results of the analysis support the first hypothesis which states that there is a tendency of tourist characteristics which include gender, age, profession and the level of education last related to the satisfaction of tourists visiting the Batu Batu tourist objects in the Maros Regency. Based on the analysis of the relationship of tourism products with tourist satisfaction above it can be concluded that there is a tendency for the relationship between tourism products with tourist satisfaction. Thus the results of the analysis support the second hypothesis which states that there is a tendency of attributes of tourism products which include tourist attractions, facilities and ease of travel to tourism related to the satisfaction of tourists visiting Rammang-rammang Limestone Forest Park in Maros Regency, in addition it can be seen that most tourists stated that tourists were satisfied with the attractions of Batu kars rammang-rammang attractions 74.33%, tourists were satisfied with Batu kars rammang-rammang tourism facilities as much as 73.46%, and tourists were satisfied with the ease of accessing Batu kars rammang- attractions rammang as much as 73.06%.

Considering the tourism factors of Rammang-Rammang which are marketed today still relies on natural potential and has the most dominant relationship with the satisfaction of tourists visiting Rammang-Rammang tourism objects, therefore in order to attract and increase the number of tourists the tourism attraction should be it is developed and packaged in such a way through a touch of art and culture. For example, by scheduling art performances or art attractions routinely in Rammang-rammang attractions. The facility factor has a relationship with tourist satisfaction so in order to increase the number of visitors it needs to be created or endeavored all available facilities can make an attractive tourist attraction to visit. The efforts made are as follows: all facilities within a tourism object must function properly, the placement of facilities contained within a tourism object must be visible to tourists, making it easier for tourists to use and the facilities used must be well maintained so that tourists feel comfortable and safe. The factor of ease of access to attractions has a relationship with tourist satisfaction, the means to facilitate access and mobility of tourists can be met by providing adequate transportation infrastructure to support tourist satisfaction. In order to have added value in the eyes of tourists, transportation to Rammang-rammang attractions must be provided with other supporting services, jetties and gas stations. Without supporting services, tourism activities will not be able to operate consistently.

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