PROCEEDING

INTERNATIONAL CONFERENCES ON HOSPITALITY & TOURISM STUDIES

ICONHOSTS 2023

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INTERNATIONAL CONFERENCE ON
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FOREWORD

Assalamualaikum wr.wb.

International Conference on Hospitality and Tourism Studies ICONHOST 3 held by Diploma of Tourism Universitas Merdeka Malang. It is an absolute privilege to stand before you today as we embark on this exciting journey of knowledge sharing, collaboration, and innovation.

ICONHOST 3 brings together brilliant minds from Indonesia, Thailand, and the Philippines, all driven by a common goal – to explore, discuss, and advance the frontiers of hospitality, sustainable tourism, and innovation. In a rapidly changing global landscape, where the way we travel, explore, and provide hospitality services is evolving at an unprecedented pace, our collective efforts become more crucial than ever. From sustainable practices that protect our planet to cutting-edge technologies that enhance guest experiences, this conference promises to be a catalyst for transformation.

ICONHOST 3 isn't just about information exchange; it's about forging connections and fostering collaboration. We encourage you to engage in lively discussions, network with your peers, and take advantage of the platform to share your own insights and experiences.

I would like to express my heartfelt gratitude to organizing committee, speakers, and participants for making this event possible. Together, we will chart the course towards a more sustainable, innovative, and inclusive future for the hospitality and tourism industry.

So, without further ado, let's embark on this incredible journey together at ICONHOST 3. I wish you all an enriching and inspiring experience.

Thank you, and let the conference begin!

Wassalamualaikum wr wb.

PREFACE

Tourism today is an organized activity, which serves a variety of travelers entertainment needs,but at the same time brings financial resources to the places that receive visitors. Therefore, the process of tourism development is largely related to what a place has to offer in terms of natural and cultural resources and services, and is a positive economic process which brings financial resources to the place that develops it. Given the definitions above, it is understandable that many people struggle to see much of a distinction between the tourism industry .

Indeed, there is clearly a significant overlap between the two, and many of the businesses and services that cater to tourists also cater to travelers more generally. Nevertheless, there are some notable differences. Essentially, the tourism industry is concerned with people traveling for business or pleasure purposes, staying at their destination for at least one night, and returning. By contrast, tour and activities industry has a wider scope, covering more travel purposes and durations.

Keynote Speaker

Social Value Tourism Through Sustainable Tourism

Prof. Dr. Diena M. Lemy, A.Par., M.M., CHE

Social values are defined as standards, which individuals and social groups employ to define personal goals and essentially shape the nature and form of social order in a collective i.e., what is acceptable and not acceptable, what ought or not to be, what is desirable or nondesirable. Social Value refer to socially collective beliefs and systems of beliefs that operate as guiding principles in life. Social Value is not just about creating projects that have a big impact but also looking at what we can do individually day to day; for example how we treat the people we come in contact with, how we look after all living things (animals, insects and trees/plants) and what we can do to lower carbon emissions which contribute to climate change etc.

Keynote Speaker

Tourism Trends 2023 "Sustainable Tourism"

Assistant Prof. Dr. Noppadol Dharawanij

Sustainable tourism has become an essential part of our industry, and tour operators are at the forefront of this movement. In a recent expedia survey, 90% of consumers said they look for sustainable options when vacationing. This means there is significant demand for sustainable travel providers. Furthermore, euro-monitor international reports that "73.8% of travel executives see increased interest in sustainability from their customers in 2022." As an added bonus, people who want to travel sustainably are also inclined to visit off-the-beaten-path destinations for a more authentic and sustainable experience, which can be an incredible opportunity for companies operating inemerging destinations. All around the world, mass tourism has been linked to environmental degradation, the depletion of natural resources and an increase in pollution. Many destinations have chosen to implement various kinds of taxes to help offset the negative impacts of over-tourism, while travel companies and hotels have looked at ways to reduce emissions associated with overnight stays and food consumption.

Keynote Speaker

Sustainable Tourism in Malang, Indonesia: Challenges and Opportunities

Dr. Andini Risfandini, S.E., M.Sc

Sustainable tourism implementation in Indonesia is a topic of great importance due to the country's rich natural and cultural resources. The government of Indonesia has recognized the potential of tourism as a major economic sector and has made efforts to promote sustainable tourism development (Anele, 2021). Sustainable tourism aims to balance the environmental, social, and economic aspects of tourism to ensure long-term benefits for local communities and the preservation of natural resources (Uchiyama et al., 2022). Sustainable tourism definition can be sum up as a tourism that has a responsibility to maintain and to preserve the natural environment and at the same time to gain economic advantage for local community and its various stakeholders (Risfandini & Sunardi, 2017).

Keynote Speaker

Update on Sustainable Tourism Development in the Food Service Sector in the Philippines

Assoc. Prof. Rodolfo E. Cabardo

Update on sustainable tourism development in the food service sector in the philippines needs to be considered is the importance of sustaiable tourism in the food service sector, paying attention to key initiatives and recommendations for further development in the food service sector can be seen from key reasons, crucial sustainable food service, climate change mitigation, cultural preservation, local communities and long term economic viability.

Therefore, collaboration between all food service and enviromental stakeholders is needed, education and training related to sustainable tourism and incentives for those who prioritize sustainability in every food service activity.

The Effect of Services, Objects and Tourism Attraction and Facilities on Tourist Satisfaction in Umbul Sigendang Kapilaler

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ABSTRACT

Umbul Sigendang Kapilaler is a place where people visit for fun located in the Umbulsari area, in a village called Ponggok, in the Polanharjo District of Klaten Regency, in the Central Java Province. It offers a refreshing bathing experience with cold pools fed by natural springs. Unfortunately, the number of visitors to Umbul Sigendang Kapilaler is still far less than other homogeneous tourist objects in Klaten Regency, so the authors need to conduct research on Umbul Sigendang Kapilaler tourism for the purpose of knowing the effect of services, objects and tourism attraction and facilities on visitor satisfaction of Umbul Sigendang Kapilaler. This study uses a statistical analysis method called multiple linear regression. According to this study, only two out of the three factors are important for tourist satisfaction. These two factors are the quality of service and the availability of facilities.

Keyword: Tourist Attractions, Tourist Facilities, Umbul Sigendang Kapilaler

Introduction

Background

Tourism is an industry with immense potential, having been the second-largest industry after the petroleum sector (Spillane, 1987). This is due to the significant contributions that the tourism industry makes to a country's economy. When tourists visit destinations, it brings a plethora of benefits to the local community's economy and overall prosperity. Tourism is a complex social phenomenon, encompassing various aspects such as humanity, and it is viewed through social, psychological, economic, and other lenses. One of the most substantial and vital concerns within the tourism industry pertains to its economic impact (Wibowo et al., 2021).

Research Objectives

Umbul Sigendang Kapilaler is a place where people visit for fun located in the Umbulsari area, in a village called Ponggok, in the Polanharjo District of Klaten Regency, in the Central Java Provinc. It offers a refreshing bathing experience with cold pools fed by natural springs. Visitors can enjoy unique activities such as taking underwater photos or videos with various themes and props.

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Table 1.

Number Of Visitors to Umbul Sigendang Kapilaler 2019-2022

Year	Ammount of visitors
2019	20.456
2020	3.516
2021	58.775
2022	71.681

Source: Central Java Tourism Office 2022

The statictic data from government tourism office shows that the number of visitors to Umbul Sigendang Kapilaler is increasing in the last 4 years. In 2019 there are 20.456 visitors to Umbul Sigendang Kapilaler. Whereas in 2020 the number of visitors is affected by the pandemic situation and decrasing to 3.516 and then in 2021 it is increasing again to 58.775 then in 2022 there are 71.681 visitors to Umbul Sigendang Kapilaler .

Table 2.

Number Of Visitors to Homogeneous Tourist Objects in Klaten Regency

Tourist Destination	Ammount of visitors
Umbul Sigendang Kapilaler	71.681
Umbul Ponggok	100.782
Umbul Pelem	93.396
Umbul Nilo	76.720
Umbul Manten	109.443

Source: Central Java Tourism Office 2022

Even though it continues to increase, the number of visitors to Umbul Sigendang Kapilaler is still far less than other homogeneous tourist objects in Klaten Regency.

Based on the data above, the authors need to conduct research on the influence of tourist attractions and facilities that affect visitor satisfaction in Umbul Sigendang Kapilaler. To support the above data to become more developed, it is necessary to conduct research and implement an effective and efficient program, so that research on Umbul Sigendang Kapilaler should be carried out.

Literature Review

1. Consumer Satisfaction

   According to (Supranto, 1997), satisfaction is a person's emotional level after comparingperformance and expectations.. According to (Zeithaml, 2018), Consumer satisfaction means that a customer is happy with a product or service because it fulfills their requirements and meets their expectations. Failing to successfully meet customer expectations is perceived as dissatisfaction with the product or service. Basically, consumers' satisfaction and dissatisfaction with a product or service influences subsequent behavioral patterns. If the consumer is satisfied, they will show the possibility to buy the same product again.

2. Service

   According to (Mowen, 2002), service quality means evaluating how well a service meets what the customer wants or expects. Service quality is dimensional, that is, it changes according to customer demands.

   The quality of a service can be assessed through its dimensions. Because if the quality of service has a high quality then it can meet the expectations of consumers. The dimensions of service quality according to (Kotler, 2012) consist of:

   a. Reliability
      It means being able to do something well and on time.
   b. Responsiveness
      Is the skill to assist customers and provide services in a fast or responsive manner.
   c. Confidence
      Are the employees knowledgeable and polite, and are they able to make people trust and have confidence in them.
   d. Empathy
      Relates to the ability of the company and its personnel to feel what is felt by consumers
   e. Tangible
      Regarding how things look, this includes the buildings, tools, people, and technology used for communication.

3. Attractiveness

   According to (Inskeep, 1991), a tourist destination must include five important factors, which are:

   a. Attractiveness
      The main reason tourists visit a place is because it is attractive and appealing. This can be either the main destination they are going to, or a place they visit during their trip because they want to experience its beauty and enjoy it.

b. Tourism infrastructure

Tourism infrastructure is necessary to accommodate tourists when they go on trips, usually for things like finding a place to stay, eat, and drink.

c. Tourism Facilities

Tourism facilities are everything that tourists need to enjoy their trips. There are many things that tourists need when they visit a place. These include places where they can ask for help with their trip, like travel agents. They also need things like buses, taxis, and planes to get around. And they need ways to communicate with others, like phones or internet. There are also other things that help tourists have a good experience, like places to stay.

d. Infrastructure

Infrastructure is what helps tourist places work well. It includes things like rules and buildings that help tourists. Examples are systems for getting water, electricity, transportation, and communication. It also includes systems for keeping people safe. Having good and properly built infrastructure in tourist places will help make tourist facilities work better. It will also help the community to have a better quality of life.

4. Facilities

According to (Spillane, 1987), facilities are the physical places and structures that help tourists with their needs while they are visiting. These facilities do not directly cause growth, but they are created and developed alongside or after the growth of tourism.

According to (Sumayang, 2003), there are several things to consider when providing facilities, including:

a. The completeness, cleanliness and tidiness of the facilities provided are a condition of the company's facilities complemented by the attributes that go with them and are supported by cleanliness and tidiness when people consumers use these facilities.

b. The conditions and functions of the facilities to be provided are normal and undamaged facilities.

c. Ease of use of the facilities provided are those provided facilities are the facilities that familiar to consumer so that the consumer can use them easily .

d. The completeness of the tools used are the tools used by consumers according to their specifications.

5. Conceptual Framework

Figure 1: Research Conceptual Framework

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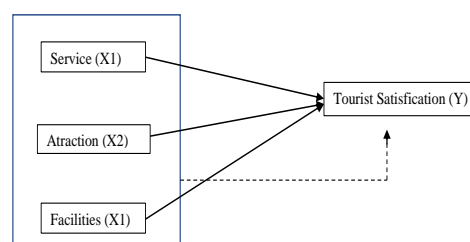
Methodology

In this study, we used a method called quantitative descriptive analysis and another method called multiple linear regression analysis to measure the factors that have an effect on something. The quantitative method is a way of studying things scientifically. It involves studying a group of people and collecting information using special tools. The information is then analyzed using numbers and statistics to test ideas that were made up before the study started. The descriptive method is a type of research that aims to determine the value of a variable, or variables, without comparing it to other variables. Based on the theory above, the researcher aims to explain the existing phenomena, using a numerical approach and to describe how the influence of tourist facilities and tourist attractions on visitor satisfaction in Umbul Sigendang Kapilaler. The information collected for this study can be shown in the table below :

Table 3.

Research Instruments

Variable	Indicator	Source
Service (X1)	1. Reliability 2. Responsiveness 3. Knowledge 4. Politeness 5. Ease of communication 6. Understanding the needs of tourists 7. Appearance	(Kotler, 2012)
Attractiveness (X2)	1. Natural attraction 2. Environment 3. Souvenirs	(Inskeep, 1991)

Facilities (X3)	1. Parking lot 2. Public toilet 3. prayer room 4. rest areas	(Sumayang, 2003)
Consumer Satisfaction (Y)	1. Customer satisfaction 2. Interested in visiting again 3. Willingness to recommend	(Zeithaml, 2018)

Source: Data processed by researchers (2022)

Results and Discussion

1. Results
   a) Validity Test

Table 3.

Validity Test

Variable	Indicator	R table	R count
Service (X1)	Reliability (X1.1)	0.1937	.587**
	Responsiveness (X1.2)	0.1937	.679**
	Knowledge (X1.3)	0.1937	.534**
	Politeness (X1.4)	0.1937	626**
	Ease of communication (X1.5	0.1937	.562**
	Understanding the needs of tourists (X1.6)	0.1937	.533**
	Appearance (X1.7)	0.1937	.543**
Attractiveness (X2)	Natural attraction (X2.1)	0.1937	.737**
	Environment (X2.2)	0.1937	.553**

	Souvenirs (X2.3)	0.1937	.854**
Facilities (X3)	Parking lot (X3.1)	0.1937	.800**
	Public toilet (X3.2)	0.1937	872**
	Prayer room (X3.3)	0.1937	.701**
	Rest areas (X3.4)	0.1937	.751**
Consumer Satisfaction (Y)	Customer satisfaction (Y.1)	0.1937	.805**
	Interested in visiting again (Y.2)	0.1937	.825**
	Willingness to recommend (Y.3)	0.1937	.860**

Source: Data processed by researchers (2022)

According to Table 3, all question items in each variable have greater r-count than r-table, then the data is considered valid and the test can proceed.

b) Reability Test

Table 4.

Reliability Statistics

Cronbach's Alpha	N of Items
.873	17

Source: Data processed by researchers (2022)

According to Table 4, the Cronbach's Alpha value is greater than 0. 70, it means that all the items in the test are reliable, so we can proceed with the test.

c) Normality Test

Table 5.

One-Sample Kolmogorov-Smirnov Test

Asymp. Sig. (2 tailed)	Criteria	Describtion
0.200	>0.05	Normal

Source: Data processed by researchers (2022)

Based on Table 5, we can see that the value in Asymp. sig (2-tailed) is 0. 200, which is larger than 0. 05 This means that the data in this study is spread out in a way that is considered normal.

d) Multicollinearity

Table 6.

Multicollinearity Test

Variable	Tollerance	VIF
X1	.732	1.366
X2	.482	2.077
X3	.469	2.134

Source: Data processed by researchers (2022)

According to Table 6, all three variables have a tolerance value of less than 10. This means that there is no multicollinearity in the data.
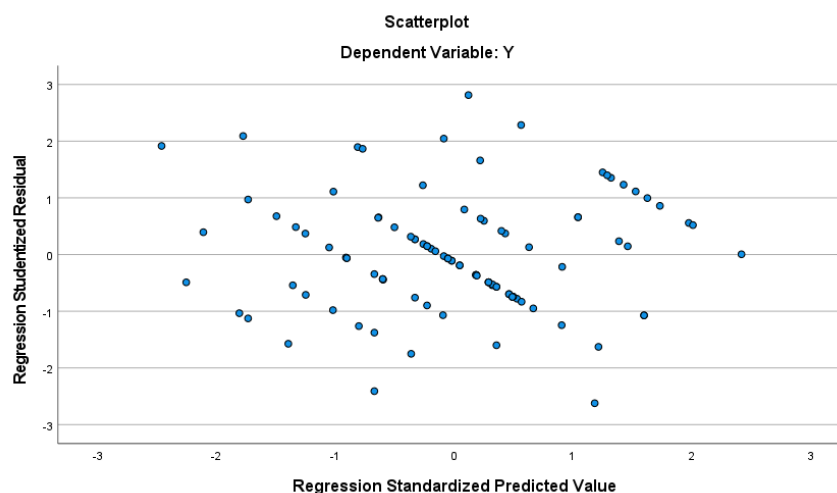
e) Heteroscedasticity

Figure 2: Heteroscedasticity Test Results

Figure 2 shows a graph with points that are either higher or lower than zero on the Y axis. The points are spread out in a random manner and there is no clear order or design in how they are arranged. This means that there is no heteroscedasticity in the regression equation model.

f) Multiple Linear Regression

This study is using a method called multiple linear regression analysis. The data was analyzed and the following results is in the table below:

Table 4.

Multiple Linear Regression Test Results

Variable	T-count	T-table	Significance
Service	4.304	1,660	.000
Attractiveness	-1.525	1,660	.131
Facilities	7.121	1,660	.000

Source: Data processed by researchers (2022)

Based on the results obtained from SPSS, we can see that only two of the three variables obtain significant values below 0.05, which means that only 2 variables have a significant effect on tourist satisfaction, two variables are service and facilities.

$$Y = 1.211 + 0.204X1 + -0.141X2 + 0.348X3 + \varepsilon$$

The coefficient value of the service variable is 0.204, which means that with an increase in service of 1%, it will be followed by an increase in tourist satisfaction of 20.4%. The regression coefficient value on the attractiveness variable is -0.141, which means that with an increase in tourist objects and attractions of 1%, it will be followed by a decrease in tourist satisfaction of 7.8%. The regression coefficient on the facility variable is 0.348, this means that if the facilities are improved, tourist satisfaction will increase by 34.8%.

Table 5.
Annova Test Results

F-count	Significance	F-table	Describtion
48.937	.000	2,696	Significan

Source: Data processed by researchers (2022)

According to table 5, the significance value is 0. 000, which is less than 0.5 This means that services, objects, tourist attractions, and facilities all have a significant positive impact on tourist satisfaction

Table 6.

Coefficient of Determination Test Results

Model	R	R Square	AdjustedR Square	Std. Error of the Estimate
1	.776[a]	.602	.590	.978

Source: Data processed by researchers (2022)

Based on the information in table 6, we can see that the coefficient of determination is 0. 602 This means that the factors of service, attractiveness, and facilities together contribute to 60.2% of tourist satisfaction. While 39.8% is caused by other things that were not looked at in this study.

2. Discussion
   1. The Effect of Service on Tourist Satisfaction in Umbul Sidomukti Kapilaler.
      This study found that the Service variable has a strong impact on tourist satisfaction, it can be shows from it's signification value 0.000 lower than 0.05. So, the findings of this research line up with what (Kotler, 2012) said. The writer agrees with a study done by (Meidina et al., 2022) on the tittle "The Effect of Quality Service and Facilities on Tourist Satisfaction in Marine Tourism (Jatimalang Beach, Purworejo)" that says being attractive plays a big role in making tourists happy.
   2. The Effect of Attractiveness on Tourist Satisfaction in Umbul Sidomukti Kapilaler.
      This study found that the attractiveness variable has a significant value of 0.131, which means that this variable has no significant impact on tourist satisfaction. Therefore, the results of this study are not consistent with the view of (Inskeep, 1991). There are several studies that give similar results, namely the study conducted by (Wulandari et al., 2022) on the tittle "The Effect of Potential Tourist Attractions and Tourist Facilities on Tourists' Visiting Decisions at the Pasekan Pine Forest Tourism Object in Wonogiri".
   3. The Effect of facilities on Tourist Satisfaction in Umbul Sidomukti Kapilaler.
      This study found that the Service variable has a significant value of 0.000, which means that this variable has a significant influence on tourist satisfaction. Therefore, this study agree to the opinion of (Sumayang, 2003). With this result, the author also supports the study carried out by (Wulandari et al., 2022), (Febriyana et al., 2020) and (Meidina et al., 2022) that explains facilities have significant impact on tourist satisfaction.
   4. The Influence of Service, Attractions and Facilities on Visitor Satisfaction in Umbul Sidomukti Kapilaler.
      Based on the table 5, it can be seen that the significance value is 0.000 <0.1, so it can be concluded that services, objects and tourist attractions and facilities together have a significant positive effect on tourist satisfaction. Thus, according to the results of

this study, the authors agree with the research results of (Meidina et al., 2022) that explains about attractiveness, service and tourist facilities have an impact to tourist satisfaction. Next, the authors also agree with the research results of (Wulandari et al., 2022) that explains about tourist attractions and facilities together have a significant influence on tourists satisfaction.

5. The Most Dominant Influence Between Service, Attractions and Facilities on the Tourist Satisfaction of Umbul Sidomukti Kapilaler.

Based on the table 5, it can be seen that variabel service have 4.304 t-count value, variable attractions have -1.525 t-count value and variable facilities have 7.121 t-count value. So it can be concluded that the largest tcount value of the three variables is the facility variable, then it can be said that the most dominant variable affecting visitor satisfaction is the facility variable. This result is agree with the study conducted by (Wulandari et al., 2022) and (Meidina et al., 2022).

Conclusion

1. Service has a positive effect on tourist satisfaction. This is evidenced by the significant level of 0.000 <0.1. It can also be concluded that if the service value is increasing, it can affect on the increase of tourist satisfaction.

2. Tourist objects and attractions have no partial effect on consumer satisfaction decisions. This is because the sig. 0.351>0.1. That is, whether there are objects and tourist attractions, tourists still feel satisfied.

3. facilities partially have a positive effect on tourist satisfaction. This is evidenced by the significant level of 0.000 <0.1, which means that as the value of the facility increases, tourist satisfaction will also increase.

4. Services, objects and tourist attractions as well as facilities simultaneously affect consumer satisfaction. This effect is explained by the significant level of 0.000<0.1.

Acknowledgement

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