

Consumer Satisfaction Analysis on Central Java Best Natural Tourist Destination Based on Trip Advisor Website

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ABSTRACT

Consumer satisfaction provides an idea of how well their experience met expectations or exceeded expectations before interacting with the product or service received. A high level of satisfaction will create customer loyalty, positive reviews, and word-of-mouth recommendations, whereas dissatisfaction can create complaints, negative reviews, and reduced customers. The purpose of this study is to understand the level of consumer satisfaction with the best natural tourist destination in Central Java based on reviews and ratings on the TripAdvisor website. This type of research is qualitative, with qualitative descriptive analysis methods, whose data collection is carried out by observing consumer reviews on the top 5 natural tourist destination from the list of the best natural tourist destination in Central Java based on the TripAdvisor website. The results showed that consumer satisfaction with the five best natural tourist destination in Central Java based on the TripAdvisor website, each destination must provide accessibility and facilities with good quality. Natural tourist destination require good accessibility, such as road access that can be easily used by visitors and access to complete information for visitors to be safer in exploring destinations. Adequate facilities with good quality.

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1. INTRODUCTION

TripAdvisor is one of the most popular platforms in the world, whose concept is a forum for travel information and travel destinations that help users plan and book trips. With millions of users, TripAdvisor provides a comprehensive view of tourist destination, hotels, restaurants and other activities around the world [1]. The TripAdvisor website is one of the main references for analyzing consumer satisfaction with an tourist destination. The information available from this platform provides an overview of the preferences, experiences, and evaluations of travelers who have visited the destination [2].

Central Java, which is one of the provinces in Indonesia with rich natural beauty, offers a variety of amazing natural tourist destination. Like green mountains, stunning waterfalls, to lakes with beautiful scenery, Central Java is a great destination choice for nature lovers [3]. The diversity and uniqueness of natural tourist destination in Central Java, gives many preferences for local and foreign tourists to explore the natural beauty of Indonesia [4]. Therefore, the author wants to analyze how consumer satisfaction with the best natural tourist destination in Central Java based on the TripAdvisor website.

Consumer satisfaction is key in marketing and business management that indicates the level of customer satisfaction with a particular product or service [5]. In the context of tourist destinations, consumer satisfaction can include how satisfied travelers are with their experience during the trip. Some aspects related to this are quality of service, facilities, prices, cleanliness, and safety. By understanding these aspects, stakeholders can improve service quality and maintain customer loyalty [6].

The importance of customer satisfaction is not only to create a positive experience for customers, but also has a direct effect on the reputation of tourist destinations and the attractiveness of the tourist destination themselves [7]. Reviews and recommendations from travellers can be a deciding factor in influencing other travellers' decisions to choose to visit or avoid certain destinations [8]. Therefore, understanding the importance of consumer satisfaction can evaluate

tourist destination managers to reduce existing shortcomings.

The purpose of this study is to understand the level of consumer satisfaction with the best natural tourist destination in Central Java based on reviews and ratings on the TripAdvisor website. This research analyzes what factors affect customer satisfaction, identifies the strengths and weaknesses of tourist destination, and provides recommendations to improve the tourist experience and service quality in the future [9]. That way, this research can provide valuable insights for parties involved in the development of the tourism industry in Central Java.

2. LITERATURE REVIEW

2.1 *Natural Tourist Destination*

A tourist destination is a place or area that has an attraction because of its uniqueness, beauty, historical, cultural, or entertainment value, which is often well developed and managed for tourism purposes [10]. Tourist destination are divided into two, namely natural tourist destination that can be in the form of beaches, mountains, national parks, and more; as well as artificial tourism that has human intervention such as museums, historical buildings, amusement parks, and monuments [11].

This study will focus more on describing natural tourist destination in Central Java. Natural tourist destination, as part of tourist destination whose travel activities to natural places that have not been affected by human activities, offer beautiful natural scenery, and opportunities to provide outdoor activities such as hiking, camping, birdwatching, and nature photography. Nature tourism emphasizes more on preserving the environment and natural beauty, and providing educational and recreative experiences for tourists [12].

2.2 *Customer Satisfaction*

Consumer satisfaction is the level of satisfaction felt by consumers after using a product or service. This gives an idea of how well their experience met expectations or exceeded expectations before interacting with the product or service. Consumer satisfaction is influenced by a variety of factors, including product quality, customer service, price, and overall buying

experience [13]. High levels of satisfaction often create customer loyalty, positive reviews, and word-of-mouth recommendations, while dissatisfaction can create complaints, negative reviews, and reduced customers. Understanding and improving consumer satisfaction is a business strategy to retain and expand their target market so as to achieve long-term success [14].

2.3 Consumer Reviews

Consumer reviews are responses that consumers provide after using a product or service received, usually delivered through an online platform such as a website, social media, or a dedicated app. This review consists of, personal experience of consumers, positive and negative aspects, as well as assessments regarding the quality of products or services received by consumers [15]. Customer reviews are helpful for businesses to gain immediate insight into customer satisfaction, help identify areas for improvement, and can build potential customer trust. In addition, consumer reviews also greatly influence the purchasing decisions of others, thus playing an important role on the reputation and success of a business [16].

3. METHODS

This research was conducted by observing and analyzing visitor reviews from the list of the best natural tourist destination in Central Java, based on the TripAdvisor website from this link https://www.TripAdvisor.co.id/Tourist-destination-g2301793-Activities-c57-Central_Java_Java.html. The number of natural tourist destination from the list is 242 tourist destinations, but the author chooses the top 5 tourist destinations from the list, to find out how consumer satisfaction with these tourist destinations. This type of research is qualitative, that is, research focuses on a deep and interpretive understanding of a phenomenon [17]. The analysis method used is qualitative descriptive, which describes the data that has been collected, then explained clearly [18]. Data collection was carried out by observing consumer reviews on the top 5 natural tourist destination from the list of the best

natural tourist destination in Central Java based on the TripAdvisor website. The author accessed the website on May 16, 2024.

4. RESULTS AND DISCUSSION

4.1 About TripAdvisor

TripAdvisor is a website and application that contains user-generated content and a website for price searches related to travel and travel. TripAdvisor allows users to share their travel experiences with reviews and photos, as well as research tourist destinations and accommodation facilities. Today, TripAdvisor is one of the world's most popular travel websites, with over 455 million monthly active users and over 290 million monthly reviews. TripAdvisor was first created in 2000 by Stephen Kaufer, Langley Steinert, Nick Shanny and Thomas Palka. Initially, this site only focused on hotel reviews, but over time it was developed to be able to cover various types of accommodation, such as resorts, villas, and other inns. TripAdvisor is also expanding its reach to different aspects of travel, such as restaurants, tourist destination and travel activities. TripAdvisor also has a portfolio of websites and businesses made up of other travel media brands, such as Bokun.io, CruiseCritic.com, Flipkey.com and more, and TripAdvisor is searchable in 28 languages [19].

TripAdvisor offers reservations and online reservations for transportation, lodging, tourist destination and restaurants. Their mobile app allows users to plan and book trips, users can also compare the lowest prices for hotels, airlines, and cruises. TripAdvisor annually holds an award called the Travelers' Choice Award for Destinations, which honors the most popular destinations based on the quality and quantity of user reviews. In 2023, Bali is the second most popular destination in the world from the awards, beating London (third position) and Paris (fifth position). The award is based on the quality and quantity of user reviews during the period November 2021-October 2022 [20].

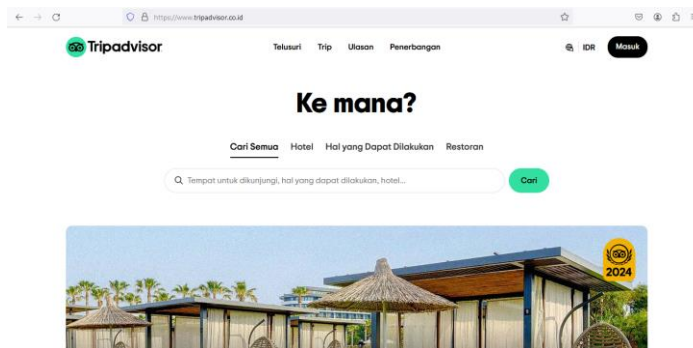


Figure 1. TripAdvisor Website
 Source : <https://www.TripAdvisor.co.id/>

Above is the homepage of the website from TripAdvisor, where website visitors are greeted with options to find the desired information, such as searching for information on hotels, destinations, restaurants, and much more.

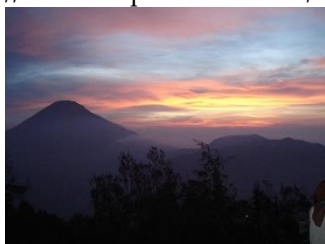
4.2 Top 5 Natural Tourist destination in Central Java by TripAdvisor Website

TripAdvisor made the list of Top Natural Tourist destination in Central Java with a total of 242 natural tourist destination in Central Java. TripAdvisor ranks the list based on their user reviews of natural tourist destination in Central Java. The list of tourist destination is sourced from the TripAdvisor website with a [https://www.TripAdvisor.co.id/Tourist destination-](https://www.TripAdvisor.co.id/Tourist destination-g2301793-Activities-c57-Central_Java_Java.html)

[g2301793-Activities-c57-Central_Java_Java.html](https://www.TripAdvisor.co.id/Tourist destination-g2301793-Activities-c57-Central_Java_Java.html) link.

The author only chooses the top 5 from the list of natural tourist destination, to find out what factors make the 5 tourist destination chosen to be the top of the TripAdvisor list. However, before discussing the factors that make these tourist destination selected, the author will show 5 natural tourist destination from the list, namely:

1. Mount Sikunir
2. Dieng Plateau
3. Maria Kerep Cave
4. Mount Prau
5. Baturraden



Mount Sikunir



Dieng Plateau



Maria Kerep Cave



Mount Prau



Baturraden

Figure 2. Top Five Natural Tourism Destinations in Central Java According to TripAdvisor
 Source : https://www.TripAdvisor.co.id/Tourist destination-g2301793-Activities-c57-Central_Java_Java.html

4.3 Consumer Satisfaction Analysis

TripAdvisor created the list of the best natural tourist destination in Central Java not solely

because of a personal point of view, but they sorted it based on reviews and ratings from users, so the list was formed. The types of reviews on the TripAdvisor website or app are divided into five ratings:

- Excellent or 5 points
- Very Good or 4 points
- Average or 3 points
- Bad or 2 points
- Very Poor or 1 point

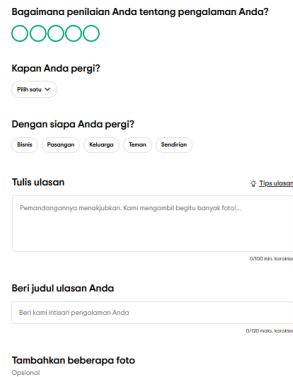


Figure 3. TripAdvisor Reviews

Here's an analysis of consumer satisfaction of the 5 best natural tourist destination in Central Java based on TripAdvisor user reviews:

1. Sikunir Mountain

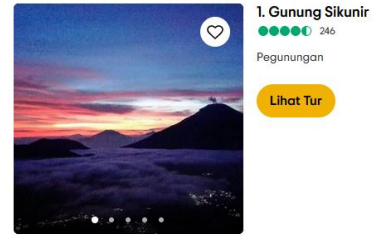


Figure 4. Sikunir Mountain

The best natural tourist destination in the first place is Sikunir Mountain which is precisely located in Sembungan Village, Kejajar District, Wonosobo Regency, Central Java. This mountain was chosen as the number one top natural tourist destination in Central Java according to the TripAdvisor list. Based on TripAdvisor, Gunung Sikunir received 246 reviews with an average score of 4.5 out of 5.

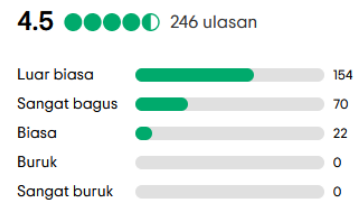


Figure 5. Mount Sikunir Reviews on TripAdvisor

Of the Mount Sikunir reviews on TripAdvisor, the attraction received 154 excellent reviews, 70 very good reviews, 22 regular reviews, and 0 bad and very bad reviews. Here are examples of some TripAdvisor user reviews of Mount Sikunir:

User	Review
Getaway22151424357	"Starting with taking an ojek from the car park. There are many motorcycle taxis, coordinated so orderly and fast. Starting the climb with a fairly heavy track for me who was already decrepit hehe, but the fatigue paid off with a beautiful view from post 3 at the top of Sikunir. After being satisfied, walk down and snack on dieng potatoes that are eaten hot. Return to the parking lot by motorcycle taxi again. It's like kapok, but I think if I am still given age, I will climb again to the top of the elbow."
nida	"For the size of the mountain, the distance is short but the climb is not bad. There are 3 posts but even in post 1 the view is good. We went there on weekends which were not the holiday season, but visitors were really crowded. Especially during the holiday season. The whole way up the climb is stuck."
Yoan N	"Nice place the view, seeing the sun show its rays from appearing timid to rising full of its rays. An okay place to be photographed. It takes a struggle to get to the upper hill, treading the stones to the top requires struggle, especially for those who have never exercised or parents will reach to reach the hill. There needs to be security, there is a barrier at the end of the hill because there is a rather scary gorge and you must be careful when you want to take pictures. It needs development from the Wonosobo Regional Government to make this tourism added value attractive."

Based on these reviews, the peak of Sikunir Mountain offers beautiful views even at each post, providing a very satisfying experience for visitors, and some adequate facilities such as the presence of motorcycle taxis around the parking lot that can take you to the starting point of Mount Cikunir climbing. However, there are some complaints from visitors to this tourist destination that need attention, such as heavy tracks for elderly visitors and unusual climbing, as well as inadequate security facilities in the summit area.

For complaints of heavy tracks, actually this is already common in mountain tourist destination, because the mountains are indeed visited more by people who like to climb or like to exercise. However, for complaints of inadequate security facilities, managers need to pay attention to reviews like this and take the right action, because visitor safety is an important concern in every tourist destination. That way it can increase consumer satisfaction even better.

2. Dieng Plateau

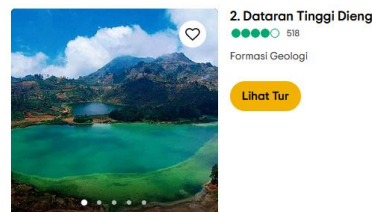


Figure 6. Dieng Plateau

The best natural tourist destination in second place is the Dieng Plateau which is located in two areas between Wonosobo Regency and Banjarnegara, Central Java. Based on TripAdvisor, Dieng Highlands received 518 reviews with an average score of 4 out of 5.

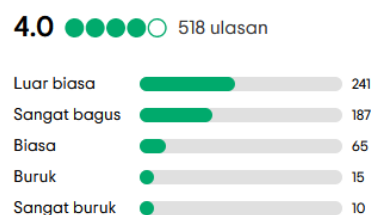


Figure 7. Dieng Plateau review on TripAdvisor

Of the Dieng Highlands reviews on TripAdvisor, the attraction received 241 excellent reviews, 187 very good reviews, 65 regular reviews, 15 bad reviews and 10 very bad reviews. Here are some examples of TripAdvisor user reviews of Dieng Plateau:

User	Review
M.JamAn	<i>"Three times to Dieng 1992, 2010, 2023 and this last one was DISAPPOINTED and SHOCKED. Where piles of garbage and sales people are not neatly arranged, have been tried in order. The road to Dieng, which was once very beautiful with right and left views of the valley and vegetable-growing areas, has now turned into residential buildings and irregular stalls. It seems that there is no rule on the distance of the building from the shoulder of the road, so the road is uphill right and left of the building and there is no guilt of parking a 4-wheeled vehicle, whether choosing residents or guests of restaurants / businesses. The tourist site is also full of stalls that are not pleasing to the eye, and the impact is that the garbage is scattered and piled up everywhere. Dieng, which I always wanted to visit again because of the air and scenery leading there and in tourist attractions, is no longer my desire to go there. Tourist attractions with a cost of 20 thousand enter the location and each parking stop ask for 5-10 thousand services if the number becomes not comparable to what is obtained. All need to eat, all need to prosper, all take advantage of nature.... But how do we take care of it and present it to visitors. our responsibility"</i>
Meyrisca	<i>"The situation of this small town is calm with cool air. The more we visit higher ground the more we can enjoy the more beautiful scenery. There are lakes, there are mountains, there are clouds at close range, there are sunrises....."</i>
77yunital	<i>"Tourism in the Dieng highlands is famous for its agro-tourism, this place is a producer of potatoes, as well as carica. But you have to be careful if you drive to this Dieng area, in addition to the steep</i>

Hilda W	<i>winding uphill road, there are also many areas that landslide because of loose soil due to planting potatoes."</i> <i>"The Dieng plateau offers a variety of interesting attractions including colored lakes, ancient temples such as nice cold weather and greenery all around. However, this whole area was less successful. Visitors have to pay several times, both for entrance tickets and parking fees, starting from the gate which is still far from the point of interest. This activity we felt cheated. The whole looks a bit cluttered with directions to different attractions that are not always available. Many home stay facilities don't seem very inviting."</i>
mia-vallace	<i>"There's no menu to be honest. And it's expensive. Lake - 150 000 IDR for foreigners (locals - 7500 IDR). This is your deception law for me. In total we are paid 230 000 IDR per person for the ticket fee."</i>

Based on these reviews, consumers are very satisfied with the very beautiful scenery of Dieng, weather conditions with cool air, and amazing natural tourism potential. However, many visitors complain about the increasing amount of garbage and the lack of order of vendor stalls that spoil the natural scenery of Dieng. According to visitors from the review, the road to Dieng is now filled with buildings and stalls that are not neatly arranged which causes congestion and reduces beauty. In addition, many visitors feel that the entrance fee for the attraction and parking is not worth the facilities obtained. To increase customer satisfaction, Dieng managers need to do the following:

- Better waste management, such as providing more trash cans and always supervising cleanliness regularly.
- Rearrange the stalls and buildings around the tourist area, to reduce irregularities and restore the beauty of the attraction.
- Setting transparent entrance and parking fees, and ensuring the facilities provided are in accordance with the fees paid will increase visitor satisfaction.

3. *Maria Kerep Cave*

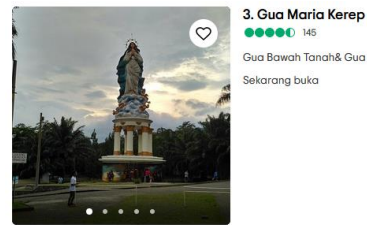


Figure 8. Maria Kerep Cave

The best natural tourist destination in third place are Maria Kerep Cave which is precisely located on Jl. Tentara Siswa, Kelurahan Panjang, Ambarawa, Semarang Regency, Central Java. Based on TripAdvisor, Gua Maria Kerep received 145 reviews with an aggregated rating of 4.5 out of 5.



Figure 9. Maria Kerep Cave review on TripAdvisor

Out of the total number of Gua Maria Kerep reviews on TripAdvisor, the attraction received 81 excellent reviews, 52 very good reviews, 11 regular reviews, 1 bad review, and 0 very bad reviews. Here are some examples of TripAdvisor user reviews of Maria Kerep Cave:

User	Review
DavidSindhu	<i>"The statue of Our Lady is amazing... opposite her is also her Marian cave... the location is quite good by car... It's a pity that there are very few restaurants in this area..."</i>
Silviaaaa24	<i>"The parking lot is large. The area around the cave is spacious and soothing... religious.. around the parking area stands a large statue of Our Lady... and many shops selling knick-knacks for Catholics such as the statue of Our Lady 90K. Rosary made of stone material Rp 35k."</i>

Astrid A	<i>"The place is good. It just so happened that my traveling companion was Catholic, so we stopped by to see him pray. Meanwhile, I only look around, and even culinary, because outside the cave, there are many interesting snacks."</i>
carmen727	<i>"It's a great place to host a hotel service. There are many food stalls and souvenir shops are also there."</i>

Based on these reviews, the religious tourist destination of Maria Kerep Cave appreciates the beauty of statues and caves, with a soothing religious atmosphere. Some consumer satisfaction is shown at the destination, such as parking facilities with a large area, a cool environment as an added value, and a variety of shops selling religious trinkets that add to the attractiveness of the destination. However, there are some complaints expressed by TripAdvisor users, especially regarding the lack of restaurants around the destination, which makes diners limited in choosing the desired cuisine.

To increase customer satisfaction, the manager needs to add restaurant facilities or places to eat around the destination. This can provide better comfort for visitors who come from afar and want to enjoy food after worship or sightseeing. In addition, managers must maintain good quality to remain stable, such as maintaining the cleanliness and comfort of the parking area, as well as monitoring the availability of adequate public facilities that can increase visitor satisfaction.

4. Prau Mountain

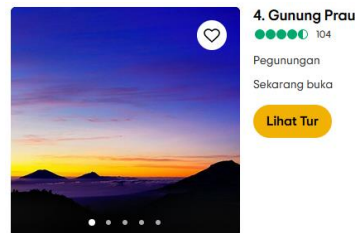


Figure 10. Prau Mountain

The fourth best natural tourist attraction is Prau Mountain which is precisely located in Bakulan, Dieng, Wonosobo, Kendal Regency, Central Java. Based on TripAdvisor, Gunung Prau received 104 reviews with an average score of 4.5 out of 5.

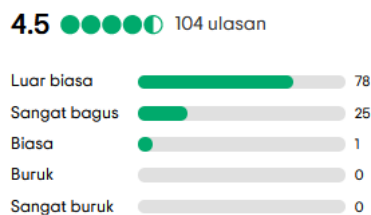


Figure 11. Prau Mountain reviews on TripAdvisor

Of the Mount Prau reviews on TripAdvisor, the attraction received 78 excellent reviews, 25 excellent reviews, 1 regular review, and 0 bad/very bad reviews. Here are examples of some TripAdvisor user reviews of Mount Prau:

User	Review
KANGENND N	<i>"Mount Prau is one of the mountains in Indonesia that is often climbed by climbers, for beginners who want to try climbing can try this mountain, it is located in Wonosobo, there are several choices of paths that can be used, if you come here don't forget to bring complete equipment and lots of food ammunition. If we can climb to the top we will be able to enjoy a very beautiful view. The ticket price is about 15k."</i>
Rakan	<i>"The mountain is suitable for beginners, because when we start from basecamp (Kalilembu) it is already at +/- 2050 MDPL. Departing on Sunday, throughout the climb only met with 1 group of climbers for the climbing position. Unfortunately when it came to the top full of fog. Start 7.30 from basecamp to the peak of 9.30, for experts it may only take about 45 minutes - 1 hour. Simaksi Basecamp Kalilembu per person = 15K, Parking = 10K"</i>
77yunital	<i>"To visit Mount Prau, it's good that we are really fit and healthy. Because the tracking terrain is quite 'rubbing'. But once we get to the top of it all it will pay off with the beauty of the scenery."</i>

Based on these reviews, Mount Prau is a popular destination for climbers, especially for beginners. Visitors leave good reviews on the accessibility and multiple hiking trail options in the destination. With an altitude of about 2050 meters above sea level, climbers enjoy a very beautiful view at the top of Mount Prau. The entrance fee to the destination is affordable around Rp15,000, adding to the attractiveness of this mountain. However, there are obstacles experienced by visitors when climbing such as fog at the top that can block the scenery and terrain that is quite tiring.

To overcome this, the suggestion for managers to provide more information about weather conditions that may occur, especially on the potential for fog at the summit, so that climbers can choose the climbing time better. In addition, improving supporting facilities such as rest areas and information points along the hiking trail so that climbers can feel more comfortable and safe.

5. Baturraden

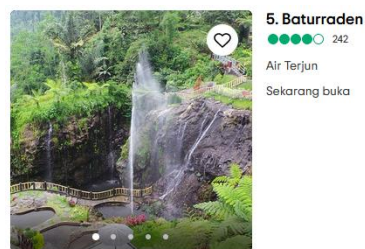


Figure 12. Baturraden

The fifth best natural tourist destination is Baturraden which is precisely located in Dusun I Karangmangu, Baturraden District, Banyumas Regency, Central Java. Based on TripAdvisor, Baturraden received 242 reviews with an average score of 4 out of 5.

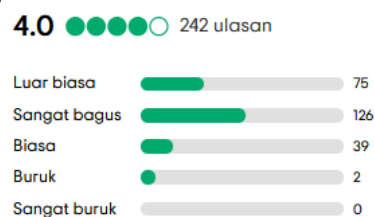


Figure 13. Baturraden reviews on TripAdvisor

Of the Baturraden reviews on TripAdvisor, the attraction received 75 excellent reviews, 126 very good reviews, 39 regular reviews, 2 bad reviews and 0 very bad reviews. Here are some examples of TripAdvisor user reviews of Baturraden:

User	Review
Nurfahmi	"Cool and fresh for tourism here, around there are also many waterfalls. Along the way to Batu Raden, there are also many typical Purwokerto restaurants, don't forget to taste the tempe mendoan."
bayuherlaksono	"The atmosphere is still beautiful and very good for a vacation with family, not too far from the city and a good road track makes baturaden the right choice for vacation."
Windy A	"The attractions are less friendly for those who use wheelchairs or strollers. Because the road goes up and down and uses stairs. So it feels like when you are old, it will not be strong to go up the stairs. And when I went there, the waterfall was a lot of garbage. But there are many attractions on offer such as photo objects, bicycle rides above the sky, and rugs."
Adis	"When I went to Baturaden Tourism, I felt back to 20 years ago when I was a child. This is an ancient tourist spot. Merchants everywhere so it looks shabby. I brought 2 toddlers gout my waist carried up and down the stairs. The place is Not suitable for those bringing a stroller. It's hard to climb the stairs while carrying the place to go is usually not beautiful. Given up."

Based on these reviews, Baturraden is a tourist destination that offers beautiful scenery, provides a cool and fresh atmosphere, with many tourist destination such as waterfalls (waterfalls), and many typical Purwokerto restaurant facilities along the way to the destination. The destination is

suitable for vacation with family, because it is close to urban areas and has good road access. However, there are some negative reviews on Baturaden, such as less friendly for disabled visitors and visitors who bring children with strollers, cleanliness is still a problem with a lot of garbage scattered, the number

of vendors around the destination makes the destination look shabby and disorderly, and some tourist destination offered are not as expected by visitors. To increase visitor satisfaction, Baturaden managers can apply the following suggestions:

- Improve accessibility for wheelchair, stroller, and elderly users by adding ramps in steep areas.
- Improve cleanliness by adding cleaning facilities, and ensuring regular cleaning.
- Rearrange the merchant area to make it more orderly and not disturb the view and comfort of visitors.
- Improve the quality and maintenance of tourist destination, in order to meet visitor expectations.

5. CONCLUSION

Based on consumer satisfaction analysis of the five best natural tourist destination in Central Java based on reviews using TripAdvisor websites/mobile applications, it is concluded that each destination must provide good accessibility and facilities for visitors. Natural tourist destination such as mountains and high hills require good accessibility, such as road access that can be easily used by visitors and access to complete information

for visitors to be safer in exploring destinations. Not only accessibility, adequate facilities such as public facilities such as toilets, rest areas, parking lots, and many more must be of good quality; Tourist facilities such as restaurants, accommodation, and transportation around the destination can provide a satisfying experience, as well as security facilities for visitors such as signs or restrictions that can secure visitors' trips while at the destination. Jam, the layout of buildings, stalls, and merchants around the destination must be in order, so that natural beauty is maintained and does not create a shabby scenery.

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