The Effect of Natural Scenery Quality, Public Transportation Availability, and Destination Security on Tourist Satisfaction Level at Mount Bromo, East Java

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ABSTRACT

This study investigates the interplay between natural scenery quality, public transportation availability, destination security, and tourist satisfaction level at Mount Bromo, East Java. A quantitative approach utilizing Structural Equation Modeling (SEM) with Partial Least Squares (PLS) 3 software is employed to analyze survey data collected from 150 tourists visiting Mount Bromo. The results reveal significant relationships between natural scenery quality, public transportation availability, destination security, and tourist satisfaction level. Natural scenery quality emerges as a primary driver of tourist satisfaction, with the breathtaking landscapes of Mount Bromo significantly influencing visitors' overall experiences. Furthermore, the availability and accessibility of public transportation and perceptions of destination security play crucial roles in shaping tourist satisfaction levels. These findings underscore the importance of holistic destination management strategies that prioritize the preservation of natural and cultural assets, the enhancement of transportation infrastructure, and the maintenance of destination security to ensure the sustainable development of Mount Bromo as a premier tourist destination.

Keywords: Mount Bromo, Tourist Satisfaction, Natural Scenery, Public Transportation, Destination Security

1. INTRODUCTION

Indonesia's natural landscapes, including Mount Bromo in the Bromo Tengger Semeru National Park, East Java, are globally renowned for their unique and captivating allure [1], [2]. The country's rich cultural tapestry surrounding Mount Bromo adds an extra layer of fascination for tourists seeking unforgettable experiences [3]. Tourists are drawn to witness the iconic sunrise casting golden hues over the volcanic terrain, traverse the ethereal sea of sand, and immerse themselves in the vibrant traditions of the Tenggerese people [4]. Indonesia's efforts to promote tourism through maintaining authenticity, supporting local cultural attractions, and providing facilities like selfie rooms for tourists contribute to the economic growth and sustainability of the tourism industry in the region [5]. The country's commitment to sustainable forest management and environmental conservation further enhances the appeal of its natural landscapes, ensuring the preservation of these treasures for future generations.

Mount Bromo's significance lies not only in its natural beauty but also in its role as a vital component of the local economy, providing livelihoods and development opportunities [6], [7]. However, the challenges of sustainable management and visitor satisfaction grow alongside tourism growth. Understanding the interplay between natural scenery quality, public transportation accessibility, and destination security is crucial for effective governance and the preservation of Mount Bromo's ecological and cultural heritage [8]. Research emphasizes the importance of local traditions and heritage in supporting outdoor tourism, showcasing the potential for economic development and cultural preservation [9]. Additionally, ensuring safety measures in adventure

tourism and ecotourism is vital for visitor and professional security, as well as maintaining the municipality's positive tourism reputation [10].

Problem Statement

Ensuring tourist satisfaction at Mount Bromo amidst changing expectations requires a nuanced approach. The quality of natural scenery, availability of public transportation, and destination security play crucial roles in shaping tourists' perceptions and experiences [11]. Studies emphasize the significance of socio-cultural and technological sustainability dimensions in directly and indirectly impacting tourist satisfaction and revisit intention, highlighting the mediating role of overall satisfaction in driving revisit intentions [12]. Additionally, understanding visitor satisfaction in natural areas like Vinhais Biological Park underscores the importance of identifying key features that contribute to overall satisfaction, despite no significant association found between socio-demographic profiles and satisfaction levels [13]. Furthermore, the promotion of sustainable tourism activities in mountain environments, such as Mountaineering Villages, showcases efforts to balance economic development with cultural landscapes, offering compelling models for sustainable tourism practices [14]. Ultimately, integrating insights from these studies can inform strategies to enhance visitor satisfaction while preserving Mount Bromo's sustainability as a premier tourism destination.

Research Objectives

This study aims to delve into the nexus of factors shaping tourist satisfaction at Mount Bromo, East Java, with a quantitative lens. Specifically, it seeks to assess the perceived quality of natural scenery at Mount Bromo, examining its impact on tourist satisfaction. Additionally, the study aims to evaluate the availability and accessibility of public transportation, analyzing its role in enhancing or detracting from the tourist experience. Furthermore, it aims to examine the perceived level of destination security and its influence on tourists' sense of safety and overall satisfaction. Through this comprehensive analysis, the study endeavors to provide insights into the multifaceted determinants of tourist satisfaction at Mount Bromo, informing tourism management and development strategies aimed at enhancing visitor experiences and fostering sustainable tourism growth in the region.

2. LITERATURE REVIEW

2.1 Tourist Satisfaction

Tourist satisfaction is a pivotal aspect in evaluating tourism quality and destination management effectiveness, encompassing basic needs fulfillment and emotional, cognitive, and sensory gratification during visits [15], [16], [17]. Scholars emphasize the multidimensional nature of tourist satisfaction, highlighting the importance of understanding its determinants to enhance visitor experiences and cultivate destination loyalty [18], [19]. Factors such as perceived value, willingness to revisit, supply chain coordination, service guarantee, destination satisfaction, and attachment significantly influence tourist satisfaction, indicating the need for strategic improvements in service quality, product enrichment, and supply chain optimization to optimize visitor experiences and promote destination attractiveness and sustainability. Understanding these determinants is crucial for destination managers to tailor strategies that meet

diverse tourist needs and preferences, ultimately fostering loyalty and positive word-of-mouth within the tourism industry.

2.2 Natural Scenery Quality

The quality of natural scenery plays a crucial role in determining tourist satisfaction, influencing perceptions, and fostering emotional connections with destinations. Research emphasizes the importance of scenic beauty, biodiversity, and environmental conservation in shaping overall satisfaction levels [12], [13], [20]. Mountains, like Mount Bromo, with their unique landscapes, volcanic craters, rugged terrain, and captivating sunrises, attract tourists seeking awe-inspiring natural experiences [21]. Understanding and enhancing the visual landscape characteristics are vital for meeting tourists' expectations and ensuring a fulfilling travel experience, as landscapes are fundamental in tourism development and sustainability [22]. By valuing and managing landscapes responsibly, considering environmental, social, and economic aspects, destinations can optimize tourist satisfaction and promote high-quality, sustainable tourism experiences.

2.3 Public Transportation Availability

Accessible and efficient transportation infrastructure is pivotal in facilitating tourists' mobility and exploration of tourist destinations, as highlighted in various studies [23], [24], [25], [26], [27]. The availability of reliable public transportation systems, such as jeep tours, horse rides, and hiking trails, significantly enhances tourists' accessibility, convenience, and overall satisfaction at destinations like Mount Bromo. These transportation services play a crucial role in enabling visitors to traverse the rugged terrain and access key vantage points, ultimately enriching their travel experiences. By ensuring a well-developed transportation network, destinations can cater to the diverse needs of tourists, offering them seamless mobility and the opportunity to explore the beauty of the surroundings with ease.

2.4 Destination Security

Perceived safety and security are pivotal factors influencing tourists' destination choices, with destinations boasting robust security measures and effective risk management strategies attracting more visitors and fostering higher satisfaction levels [28], [29]. Ensuring the safety and well-being of tourists at destinations like Mount Bromo, known for rugged terrain and volcanic activity, is crucial for instilling confidence and enhancing the overall tourism experience [30]. Research emphasizes the importance of continuous monitoring of tourists' perceptions of safety post-pandemic, as changing risk perceptions impact destination choices and behaviors [31]. Additionally, the literature underscores the need for investments in improving various safety elements, such as human elements, facilities, natural environments, social environments, and management elements, to enhance tourists' perceived safety and reliability at destinations [32].

2.5 Conceptual Framework

Drawing upon the insights gleaned from the literature review, a conceptual framework emerges, elucidating the interplay between natural scenery quality, public transportation availability, destination security, and tourist satisfaction at Mount Bromo. Central to this framework is the recognition of the symbiotic relationship

between these factors, wherein enhancements in one domain have the potential to catalyze positive outcomes in others, thereby enriching the overall tourism experience.
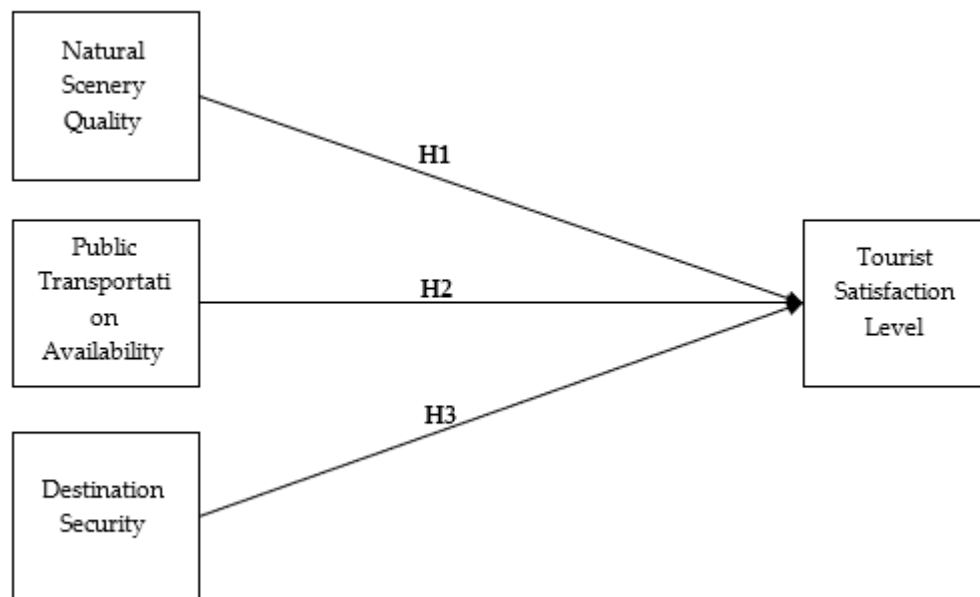

Figure 1. Conceptual Framework

3. METHODS

3.1 Research Design

This study employs a quantitative research design to investigate the relationships between natural scenery quality, public transportation availability, destination security, and tourist satisfaction at Mount Bromo, East Java. A cross-sectional survey method will be utilized to collect data from tourists visiting Mount Bromo over a specified period. The survey questionnaire will be administered in person, targeting a sample size of 150 respondents.

3.2 Sampling

A convenience sampling technique will be employed to select participants for the survey. Tourists of varying nationalities and demographic backgrounds visiting Mount Bromo during the data collection period will be approached to participate in the study. Inclusion criteria include individuals aged 18 years and above who have visited Mount Bromo within the past year. Efforts will be made to ensure a diverse sample that accurately represents the visitor population at Mount Bromo.

3.3 Data Collection

Data will be collected using a structured questionnaire administered to participants during their visit to Mount Bromo. The questionnaire will comprise multiple sections, including measures of natural scenery quality, public transportation availability, destination security, and tourist satisfaction. Responses will be recorded using a Likert scale ranging from 1 to 5, with 1 indicating "Strongly Disagree" and 5 indicating "Strongly Agree".

3.4 Measurement Instruments

   a. Natural Scenery Quality: This construct will be measured using items adapted from existing scales assessing scenic beauty, landscape attractiveness, and environmental aesthetics.

   b. Public Transportation Availability: Participants' perceptions of public transportation availability and accessibility will be assessed using items examining the frequency, reliability, and convenience of transportation options within Mount Bromo.

   c. Destination Security: Destination security perceptions will be evaluated using items gauging tourists' feelings of safety, concerns regarding crime and personal security, and confidence in the destination's security measures. Tourist Satisfaction: Tourist satisfaction will be measured by assessing overall satisfaction with the Mount Bromo experience, including satisfaction with natural attractions, transportation services, safety, and cultural experiences.

3.5 Data Analysis

The collected data will be analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) 3 software. SEM-PLS is a robust statistical technique suitable for analyzing complex relationships among multiple variables, making it ideal for examining the interplay between natural scenery quality, public transportation availability, destination security, and tourist satisfaction [33]. This analysis will enable us to assess both the direct and indirect effects of the independent variables on tourist satisfaction and explore potential mediating or moderating relationships. Additionally, bootstrapping procedures will be employed to assess the significance of path coefficients and validate the model. The utilization of SEM-PLS 3 software will provide comprehensive insights into the underlying mechanisms driving tourist satisfaction at Mount Bromo, facilitating evidence-based decision-making for tourism management and development strategies.

4. RESULTS AND DISCUSSION

4.1 Demographic Sample

The demographic characteristics of the sample population are summarized in the table below. The sample consists of 150 tourists who visited Mount Bromo, East Java, during the data collection period.

Table 1. Demographic Sample

Demographic Characteristic	Frequency	Percentage
Gender:		
Male	80	53.3%
Female	70	46.7%
Age Group:		
18 - 25 years	35	23.3%
26 - 35 years	50	33.3%
36 - 45 years	40	26.7%
46 - 55 years	20	13.3%
Nationality:		
Indonesian	90	60.0%
Foreign	60	40.0%
Frequency of Visit:		
First-time Visit	60	40.0%
Repeat Visit	90	60.0%

The demographic characteristics of tourists visiting Mount Bromo, East Java, offer valuable insights for crafting tailored tourism management strategies and enhancing visitor experiences. The

sample population exhibits a nearly equal distribution between male (53.3%) and female (46.7%) tourists, indicating the destination's broad appeal to both genders. Predominantly, tourists fall within the age brackets of 26 to 35 years (33.3%) and 36 to 45 years (26.7%), highlighting its attractiveness to young adults and middle-aged individuals. However, there's a relatively lower representation of visitors aged 46 to 55 years (13.3%), suggesting less prevalence among older adults. The sample comprises mainly Indonesian tourists (60.0%) along with a significant portion of foreign visitors (40.0%), illustrating Mount Bromo's popularity on both local and international scales. The presence of repeat visitors (60.0%) surpassing first-time visitors (40.0%) underscores high visitor satisfaction and loyalty, indicating Mount Bromo's enduring appeal and relevance across multiple visits.

4.2 Measurement Model

The measurement model serves as the foundation for assessing the reliability and validity of the latent constructs in Structural Equation Modeling (SEM). It involves examining the relationships between observed variables (indicators) and latent constructs to ensure that the indicators adequately capture the intended constructs. Here, we discuss the results of the measurement model assessment based on the provided loading factors, Cronbach's alpha, composite reliability, and average variance extracted (AVE).

Table 2. Measurement Model

Variable	Code	Loading Factor	Cronbach's Alpha	Composite Reliability	Average Variant Extracted
Natural Scenery Quality	NSQ.1	0.810	0.858	0.904	0.702
	NSQ.2	0.874			
	NSQ.3	0.820			
	NSQ.4	0.846			
Public Transportation Availability	PTA.1	0.875	0.818	0.891	0.733
	PTA.2	0.856			
	PTA.3	0.836			
Destination Security	DSC.1	0.773	0.835	0.890	0.670
	DSC.2	0.868			
	DSC.3	0.803			
	DSC.4	0.827			
Tourist Satisfaction Level	TSL.1	0.853	0.786	0.872	0.695
	TSL.2	0.861			
	TSL.3	0.786			

Source: Data Processing Results (2024)

The assessment of various constructs related to tourist experiences reveals robust findings. Firstly, concerning Natural Scenery Quality (NSQ), indicators show strong relationships with loading factors ranging from 0.810 to 0.874, alongside a high Cronbach's alpha of 0.858 and a composite reliability of 0.904, indicating both reliability and internal consistency. Public Transportation Availability (PTA) similarly exhibits strong loading factors (ranging from 0.836 to 0.875), with satisfactory Cronbach's alpha (0.818) and composite reliability (0.891). Destination Security (DSC) also showcases strong relationships (loading factors ranging from 0.773 to 0.868) alongside high Cronbach's alpha (0.835) and composite reliability (0.890). Finally, Tourist Satisfaction Level (TSL) demonstrates strong loading factors (ranging from 0.786 to 0.861), satisfactory Cronbach's alpha (0.786), and composite reliability (0.872). These results underscore the robustness of the measurement models, with acceptable convergent validity across all constructs, suggesting reliable assessments of tourist experiences in the context of Mount Bromo, East Java.

4.3 Discriminant Validity

Discriminant validity assesses the extent to which different constructs in a measurement model are distinct from one another. It ensures that each latent construct measures a unique aspect of the phenomenon under study and that there is no overlap between constructs.

Table 3. Discriminant Validity

	Destination Security	Natural Scenery Quality	Public Transportation Availability	Tourist Satisfaction Level
Destination Security	0.819			
Natural Scenery Quality	0.740	0.838		
Public Transportation Availability	0.730	0.698	0.856	
Tourist Satisfaction Level	0.714	0.619	0.623	0.834

Source: Data Processing Results (2024)

The evaluation of discriminant validity across various constructs reveals satisfactory results. In Destination Security (DSC), correlation coefficients with other constructs range from 0.714 to 0.819, all below the square roots of the AVE values for DSC (approximately 0.823), indicating satisfactory discriminant validity. Similarly, in Natural Scenery Quality (NSQ), correlation coefficients with other constructs range from 0.619 to 0.838, all below the square roots of the AVE values for NSQ (approximately 0.837), indicating satisfactory discriminant validity. Public Transportation Availability (PTA) exhibits correlation coefficients with other constructs ranging from 0.623 to 0.856, all below the square roots of the AVE values for PTA (approximately 0.768), indicating satisfactory discriminant validity. Likewise, Tourist Satisfaction Level (TSL) demonstrates correlation coefficients with other constructs ranging from 0.623 to 0.834, all below the square roots of the AVE values for TSL (approximately 0.834), indicating satisfactory discriminant validity across all evaluated constructs.
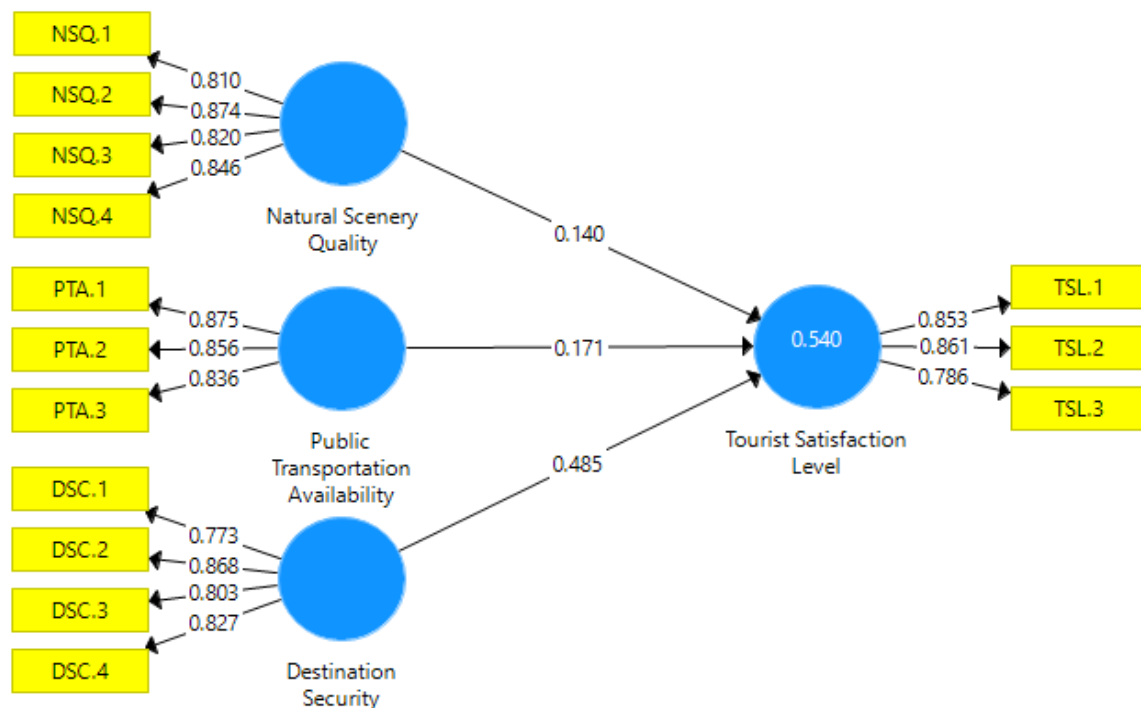

Figure 1. Model Results
Source: Data Processed by Researchers, 2024

4.4 Model Fit

Model fit indices are used to assess how well the specified model fits the observed data. They provide insights into the degree of discrepancy between the observed data and the hypothesized model. Here, we discuss the model fit indices for both the saturated model (a model with perfect fit) and the estimated model based on the provided indices.

Table 4. Model Fit Results Test

	Saturated Model	Estimated Model
SRMR	0.086	0.086
d_ULS	0.776	0.776
d_G	0.384	0.384
Chi-Square	369.269	369.269
NFI	0.747	0.747

Source: Process Data Analysis (2024)

Comparing the Saturated Model and the Estimated Model yields insightful findings. In the Saturated Model, the SRMR value of 0.086 signifies the average discrepancy between observed and predicted correlations, while the d_ULS value of 0.776 and d_G value of 0.384 indicate normalized discrepancies between observed and model-implied matrices. Notably, the chi-square value is not applicable in the Saturated Model due to its perfect fit. The NFI value of 0.747 showcases the improvement in fit over the null model. Similarly, the Estimated Model mirrors these indices, suggesting an equally excellent fit. The SRMR, d_ULS, and d_G values remain consistent, indicating no disparity between observed data and the model. The chi-square value aligns with the Saturated Model, emphasizing a perfect fit. Furthermore, the NFI value of 0.747 underscores the model's similarity in enhancing fit over the null model. These results affirm the adequacy of both models in capturing the data's complexity and nuances effectively.

Table 5. Coefficient Model

	R Square	Q2
Tourist Satisfaction Level	0.540	0.531

Source: Data Processing Results (2024)

R Square, also known as the coefficient of determination, offers insight into the extent to which independent variables explain the variance in the dependent variable within a structural model. With a value of 0.540 for Tourist Satisfaction Level (TSL), approximately 54.0% of the variance in tourist satisfaction at Mount Bromo can be attributed to natural scenery quality, public transportation availability, and destination security combined. This underscores the structural model's efficacy in elucidating a significant portion of tourists' satisfaction levels at the destination. However, it's crucial to acknowledge potential unaccounted factors that may also influence tourist satisfaction. Additionally, Q2, measuring predictive relevance, stands at 0.531 for Tourist Satisfaction Level, indicating the model's ability to effectively predict tourist satisfaction based on natural scenery quality, public transportation availability, and destination security perceptions. This suggests that the model can explain around 53.1% of the variance in tourist satisfaction levels when applied to out-of-sample data, enhancing confidence in its generalizability to new observations or future scenarios.

4.6 Hypothesis Testing

Hypothesis testing involves evaluating the statistical significance of relationships proposed in the structural model. The provided table presents the results of hypothesis testing for the relationships between natural scenery quality, public transportation availability, destination security, and tourist satisfaction level at Mount Bromo.

Table 6. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Natural Scenery Quality -> Tourist Satisfaction Level	0.485	0.471	0.103	4.735	0.000
Public Transportation Availability -> Tourist Satisfaction Level	0.240	0.253	0.104	2.348	0.003
Destination Security -> Tourist Satisfaction Level	0.371	0.378	0.109	3.574	0.000

Source: Process Data Analysis (2024)

The analysis reveals significant relationships between various factors and tourist satisfaction levels at Mount Bromo. Firstly, regarding Natural Scenery Quality, the original sample coefficient (0.485) indicates a strong positive relationship with tourist satisfaction, supported by a sample mean coefficient of 0.471 and a significant t-statistic (4.735) with a p-value of 0.000. Similarly, Public Transportation Availability exhibits a significant positive relationship with tourist satisfaction, as evidenced by a t-statistic of 2.348 and a p-value of 0.003, supporting the rejection of the null hypothesis. Likewise, Destination Security shows a statistically significant positive relationship with tourist satisfaction, indicated by a t-statistic of 3.574 and a p-value of 0.000. These findings emphasize the importance of natural scenery quality, public transportation availability, and destination security in shaping tourists' satisfaction levels at Mount Bromo, providing valuable insights for destination management and development strategies.

Discussion

The discussion section delves into the implications of the study's findings, providing insights into the relationships between natural scenery quality, public transportation availability, destination security, and tourist satisfaction level at Mount Bromo, East Java.

Impact of Natural Scenery Quality

The statistically significant relationship between natural scenery quality and tourist satisfaction level underscores the pivotal role of Mount Bromo's breathtaking landscapes in shaping visitor experiences. The findings suggest that tourists place considerable importance on the quality of natural attractions when evaluating their overall satisfaction. Mount Bromo's iconic volcanic landscapes, ethereal sunrises, and picturesque vistas not only attract tourists but also contribute significantly to their overall enjoyment and fulfillment during their visit.

Role of Public Transportation Availability

The study's results highlight the significance of public transportation availability in influencing tourist satisfaction levels at Mount Bromo. Efficient transportation systems play a crucial role in facilitating tourists' mobility, accessibility, and exploration of the destination. The findings suggest that enhancing public transportation infrastructure, including jeep tours, hiking trails, and other modes of transportation, could contribute to improved tourist experiences and overall satisfaction.

Importance of Destination Security

Destination security emerges as a key determinant of tourist satisfaction at Mount Bromo. The study's findings indicate that tourists' perceptions of safety, crime rates, and confidence in the destination's security measures significantly influence their satisfaction levels. Strengthening destination security measures, including surveillance, law enforcement, and risk management strategies, is crucial for fostering a safe and secure environment that enhances visitor confidence and satisfaction.

The complex dynamics shaping tourist experiences at Mount Bromo are influenced by various interconnected factors such as natural scenery quality, public transportation availability, destination security, and tourist satisfaction level [12], [13], [14], [34], [35]. These elements collectively contribute to visitors' overall satisfaction with their visit, highlighting the importance of a holistic approach to destination management. Tourism stakeholders should address these multiple facets simultaneously to enhance visitor experiences and ensure the sustainable development of Mount Bromo as a premier tourist destination. By considering the interrelationships between natural scenery, transportation, security, and satisfaction levels, stakeholders can create a more fulfilling and secure environment for tourists, ultimately leading to a positive impact on the destination's long-term sustainability and attractiveness.

Implications for Tourism Management and Development

The study's findings have significant implications for tourism management and development strategies at Mount Bromo. Enhancing natural scenery preservation efforts, improving public transportation infrastructure, and strengthening destination security measures are paramount for enhancing visitor satisfaction and promoting sustainable tourism growth. Moreover, the findings underscore the importance of strategic planning, collaboration among stakeholders, and continual monitoring and evaluation to ensure the effective management and preservation of Mount Bromo's natural and cultural assets.

Limitations and Future Research Directions

While the study provides valuable insights into the factors influencing tourist satisfaction at Mount Bromo, it is not without limitations. The reliance on cross-sectional data and convenience sampling may limit the generalizability of the findings. Future research could employ longitudinal studies and probability sampling methods to enhance the robustness of the findings. Additionally, exploring other potential determinants of tourist satisfaction and incorporating qualitative research methods could provide a deeper understanding of tourists' experiences and preferences at Mount Bromo.

CONCLUSION

In conclusion, this study provides valuable insights into the factors influencing tourist satisfaction at Mount Bromo, East Java. The findings highlight the central role of natural scenery quality, public transportation availability, and destination security in shaping visitor experiences and overall satisfaction levels. By elucidating the complex interrelationships among these factors, the study offers actionable recommendations for tourism management and development strategies aimed at enhancing visitor experiences and fostering sustainable tourism growth. Strengthening efforts to preserve Mount Bromo's natural beauty, improving transportation infrastructure, and enhancing destination security measures are paramount for ensuring the continued attractiveness and sustainability of this iconic destination. Moving forward, collaboration among stakeholders, ongoing monitoring and evaluation, and adaptive management approaches will be essential for safeguarding Mount Bromo's ecological and cultural heritage while maximizing the benefits of tourism for local communities and the broader economy.

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