ANALYSIS OF VISITOR SATISFACTION LEVELS ON ANDALUS ATTRACTIONS KAMPAR REGENCY

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Abstract: The purpose of this study is to analyze the level of visitor satisfaction with the quality of services and facilities at Andalus Tourist Attraction in Kuok District of Kampar Regency of Riau Province. At this time, the tourism business is growing rapidly as well as in Kampar Regency. This condition makes the level of competition so that every tourist attraction manager needs to have an effective strategy in increasing the number of visits and increasing visitor satisfaction. The method used in this study is importance-performance analysis (IPA) which is an analysis of the level of conformity of expectations or interests of visitors and the accepted reality to find out the extent of the performance of services and facilities that have been provided by business actors and what improvements need to be done to improve the quality of services and facilities offered in order to always be able to increase visitor satisfaction. The population in this study was visitors to Andalus Tourist Attraction using incidental sampling techniques with the number of samples determined by researchers which is as many as 100 samples. Based on the results of the study showed that overall visitors were satisfied with the quality of service and facilities provided by Andalus Tourist Attraction as evidenced by the acquisition of the most statement item attributes in quadrant C, namely quadrants that have a low level of importance while high performance levels with the acquisition of statement items as many as 16 (sixteen) statements.

Keywords: Quality of Service, Facilities, Satisfaction Level, importance-performance analysis (IPA)

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1. Introduction

Based on Presidential Regulation of the Republic of Indonesia No. ninety six of 2019 regarding the Ministry of Tourism and Creative Economy Article four Paragraphs One and provide an explanation for that: (1) the Ministry of Tourism and Creative Economy has the mission of organizing authorities affairs withinside the area of tourism and the mission of presidency withinside the area of innovative economic system to help the President in organizing kingdom authorities. (2) The scope of the innovative economic system as noted in paragraph (1) consists of software subsector, recreation developer, architecture, indoors design, visible verbal exchange design, product design, fashion, film, animation and video, photography, craft, culinary, music, publishing, advertising, appearing arts, nice arts, in addition to tv and radio. The Indonesian Presidential Regulation was supported by the Governor of Riau who said that several priority points of tourism development in Riau Province in the 2020 work target, namely the development of tourism destinations, the development of the tourism industry, the

development of tourism marketing, and the institutional development of tourism. The four priority points of tourism development are at the funeral of each agency that has been established.

Kampar Regency as one of the districts in Riau province with areas that have natural wealth which is then managed into natural tourist destinations and artificial tourism, while tourist attractions in Kampar Regency can be seen in the table.

Table 1. Kampar Regency Attractions

No.	Tourist Attraction	Address
1.	Air Terjun Kaboko	Kampar Kiri
2.	Air Terjun Tanjung Belit	Kampar Kiri Hulu
3.	Air Terjun Panisan	Kampar Kiri Hulu
4.	Air Terjun Batang Kapas	Kampar Kiri Hulu
5.	Air Terjun Bertingkat	Kampar Kiri Hulu
6.	Candi Muara Takus	XII Koto Kampar
7.	Wisata Ulu Kasok	XII Koto Kampar
8.	Danau Rusa	XII Koto Kampar
9.	Ulu Kasok	XII Koto Kampar
10.	Sungai Gulamo	XII Koto Kampar
11.	Green Cayon gumalo	XII Koto Kampar
12.	Puncak Mahligai Indah	XII Koto Kampar
13.	Panorama Tanjung Alai	XII Koto Kampar
14.	Air Terjun Sungai Osang Desa Binamang	XII Koto Kampar
15.	Air Terjun Binamang	XII Koto Kampar
16.	Waduk PLTA Koto Panjang	XII Koto Kampar
17.	Puncak Kompe	XII Koto Kampar
18.	Puncak Pukatan	XII Koto Kampar
19.	Puncak Tuah	XII Koto Kampar
20.	Panorama Kelok Indah	XII Koto Kampar
21.	Cubodak Hill	XII Koto Kampar
22.	Tepian Mahligai	XII Koto Kampar
23.	Wahid Island	XII Koto Kampar
24.	Qeis Tren Camp	XII Koto Kampar
25.	Fada Camping Ground	XII Koto Kampar
26.	Pulau Abadi	XII Koto Kampar
27.	Andalus	Kuok
28.	Taman Rekreasi Stanum	Bangkinang Kota
29.	Taman Hutan Pinus	Bangkinang Kota
30.	Water Boom Bukit Naang	Bangkinang
31.	Hutan Wisata Rimbo Terantang	Bangkinang
32.	Taman Agro Nadiin	Tambang
33.	Pulau Cinta	Tambang
34.	Hutan Wisata Bulu Cina	Siak Hulu
35.	Anjungan Pacu Sampan	Siak Hulu
36.	Kebun Binatang Kasang Kulim	Siak Hulu
37.	Rumah Lontiok	Salo
38.	Sungai Hijau	Salo

Source: Regency In Kampar Regency In Figures, 2021

Table 1 explains that Kampar Regency has as many as 38 attractions. One of the tourist destinations that are trending and become one of the destinations to travel together with family is andalus tourist attraction. This tourist attraction is located in Lalu Village, Kuok District of Kampar Regency of Riau Province. Access to get to Andalus tourism is very easy to reach with a distance of approximately 40 (forty) minutes by road from the capital city of Bangkinang and takes about 2.5 hours by road from the city of Pekanbaru.

Andalus is the first tourist attraction that combines two types of tourism, namely religious tourism and educational tourism. Tourism is a phenomenon of travel activities carried out by a

person or group of people to a place to meet their needs and desires (Ridwan, 2012). Where the trip is not done to find a job or a living, in addition, the activity is supported by various facilities in the destination in accordance with the needs and desires. Tourism is often associated with religion, history, customs or groups in society.

The motive of religious tourism is to fill free time, to have fun, relax, study and religious activities to give 'tibar Islam, in addition all these activities can benefit the perpetrator both physically and psychologically both temporarily and in the long term (chaliq, 2011: 59). Andalus attractions that reflect religious tourism are learning to ride, archery, and swim where the pool between female and male visitors is separated. One of the andalus tours that reflect educational tourism can be seen on the object of goat milk development etawa. Andalus Tourism Object adopts the vision and mission of Kampar Regency which is to make a religious community where in all aspects of life that is carried out always based on religious values in the hope that Kampar regency can become a Mecca Portico in Riau province.

Visitors to Andalus Attractions come from various regions both local tourists and from outside the area. The number of visitors to the Andalus attraction can be seen in table 2:

Table 2. Number of Visitors to Andalus Attractions 2017 - 2020

No.	Year	Number of visitors (people)		
		Target	Realization	%
1	2017	12.000	10.112	84,27
2	2018	12.000	10.065	83,88
3	2019	12.000	8.982	74,85
4	2020	12.000	5.792	48,27

Source: Andalus Attractions, 2021

Table 2 presents the number of visitors to the tourist attraction in the last 4 (four) years where the data shows there has been a decrease in the number of visitors. This is due to several factors, one of which is the growth of tourism business in Kampar Regency and the covid 19 outbreak that hit the hemisphere. With the outbreak caused many activities that related to the public in stopped including tourism activities.

Every business person always wants to give the best to consumers as well as your tourist attractions. Based on the observations of the author found that andalus tourist attraction has several facilities that can be enjoyed by visitors. Facilities that can be enjoyed at the tourist attraction can be seen in the table:

Table 3. Amenities of Andalus Attractions

No.	Facilities	Available
1.	Arena berkuda	1 Arena
2.	Arena Panahan	1 Arena
3.	Kolam renang	3 Kolam
4.	Kolam Pancing	1 Kolam
5.	Sampan	3 Unit
6.	ATV	3 Unit
7.	Motocross Mini	7 Unit
8.	Sepeda Air	6 Unit
9.	Fly Fox	8 set
10.	Musholla	1 Gedung
11.	Toilet	4 Buah
12.	Gazebo	35 Unit
13.	Kantin	1 Unit

Source: Andalus Attractions, 2021

In table 3 it can be seen that to increase visitor satisfaction, Andalus tourist attraction provides various facilities in providing different attractions with most attractions in Kampar Regency and provide comfort for visitors.

From the interview conducted by the author of visitors and tourist attraction managers andalus about equestrian spots explained that the manager of Andalus tourist attraction has a tame horse and trained to be ridden and always accompanied by a guide who is expert and experienced. Visitors will be invited to surround the area of andalus tourist attraction and taught how to control the horse. Furthermore, for archery spots, visitors are taught how to shoot well and are taught to control emotional, thoroughness and focus on the object to be intended.

Furthermore, the manager of Andalus tourist attraction provides a fishing pond with the provision if visitors strike, then the fish can be enjoyed either by burning or frying in a place that has been provided by the tour manager. The facilities provided by the management of andalus tourist attraction are the best facilities that aim to provide comfort and satisfaction for visitors. Andalus attraction entrance ticket is very affordable with a price of Rp. 15,000 / person and the price is not included for other rides. The ticket price of rides set by the manager of your tourist attraction can be seen as the table:

Table 4. Andalus Attraction Ticket Price

No.	Facilities	Priece
1.	Kuda Tunggang	Rp. 25.000
2.	Memanah	Rp. 20.000
3.	Berenang	Rp. 5.000
4.	Bersampan	Rp. 20.000
5.	Memancing	Rp. 20.000
6.	ATV/Mini Trail	Rp. 30.000
7.	Sepeda Air	Rp. 20.000
8.	Taman Hewan	Rp. 10.000
9.	Spot Foto Underwater	Rp. 35.000
10.	Flying Fox anak-anak	Rp. 25.000
11.	Flying Fox Dewas	Rp. 35.000

Source: Andalus Attractions, 2021

Providing good service is the key to the success of the tourism business, giving a good impression, not making visitors feel disappointed about what he has expected about the services and facilities at the attraction. In fauzi research (2017) Consumer satisfaction analysis of service quality at Chicken Corner 7 tangerang proves chicken corner 7 consumers are satisfied with the service provided based on Importance Performance Analysis (IPA) is an attribute of not letting customers wait long. While the research Rukmi et al., (2017) Analysis of consumer satisfaction with the quality of souvenir store service proves the employee appearance attributes are less satisfactory to consumers.

Based on the background and phenomena that have been outlined, the author conducted a study with a problem formulation analyzing the level of visitor satisfaction with the quality of services and facilities at Andalus Tourist Attraction in Kuok District of Kampar Regency of Riau Province. The purpose of this study is to analyze the level of visitor satisfaction with the quality of services and facilities at Andalus Tourist Attraction in Kuok District of Kampar Regency of Riau Province.

2. Literature Review

Satisfaction
Basically, the goal of a business is to create consumers who feel satisfied. The fulfillment of consumer needs ends with the expectation that the goods and services obtained will provide satisfaction for these consumers. The word satisfaction comes from the Latin "satis" (good or adequate enough) and "factio" (make or do).

Consumer satisfaction (Kotler & Keller, 2016) explaining that during general, pride is a person's emotions of pride or disapointment that end result from evaluating a product or services's perceived overall performance (or outcome) to expectation. If the overall performance or enjoy falls quick of expectatitons, the client is dissatisfied. If it suits expecatations, the clients is statisfied. If it exceeds expectations, the client is pretty glad or delighted.

If the overall performance isn't always according with expectancies, the client will now no longer sense glad, if the overall performance is according with client expectancies then the client will sense glad and if the overall performance exceeds client expectancies then the carrier could be very satisfactory. Therefore, the principle element of delight is knowing client expectancies and retaining the overall performance of offerings provided. Satisfaction is the sensation that arises after comparing the revel in of the use of the product (Tjiptono & Chandra, 2012).

Tse et al., (1990) If the general overall performance isn't in accordance with expectations, the customer will now not feel satisfied, if the general overall performance is in accordance with customer expectations then the customer will feel satisfied and if the general overall performance exceeds customer expectations then the provider can be very satisfactory. Therefore, the precept detail of pride is understanding customer expectations and preserving the general overall performance of services provided. Satisfaction is the feeling that arises after evaluating the enjoy of using the product (Anggraini & Nasir, 2019).

So, pride is a feature of perceived overall performance and expectancies. Quality of carrier and patron pride are relatively associated concepts. Before customers purchase a carrier, they've expectancies approximately the fine of the carrier primarily based totally on non-public needs, preceding experience, word-of-mouth recommendations, and carrier issuer advertising. After shopping for and the usage of those services, customers evaluate the anticipated fine with what they really receive. Indicators of consumer satisfaction are *tangibles*, *reliability*, *responsiveness*, *assurance*, *empathy* (Tjiptono, 2017).

Quality of Service

The nice of provider this is perceived definitely with the aid of using purchasers is a nice that offers brought fee withinside the shape of unique motivation for purchasers to set up at the same time useful bonds withinside the long time with the agency. One of the elements that decide the fulfillment price and nice of the agency is the agency's capacity to offer offerings to purchasers (Lupiyoadi, 2013). Simply put, provider may be described as "doing some thing for a person else" (Tjiptono, 2017).

One of the provider nice tactics which are broadly used as a reference as advertising studies is the Servqual (Service Quality) model. Servqual is constructed on a evaluation of fundamental elements, specifically the belief of purchasers of the offerings they sincerely receive (perceived provider) with the real provider anticipated (anticipated provider). If the truth is the equal or extra than anticipated then the provider may be stated to be nice, and vice versa (Lupiyoadi, 2013).

Priansa, (2017) It defines quality of service as a dynamic condition, related to a service/product, and a human and process and environment that meets or exceeds expectations. Another opinion about the quality of service can be defined as how far the difference between reality and consumer expectations for the service they receive / obtain. (Anggraini & Nasir, 2019).

There are elements that have an effect on the pleasant of provider, particularly anticipated offerings (anticipated provider) and offerings which can be perceived or perceived (perceived provider). The notion of provider pleasant need to begin from the desires of purchasers and quit with patron delight and a advantageous notion of the pleasant of offerings (Tjiptono & Chandra, 2012). Consumer expectancies / expectancies are patron self assurance earlier than

attempting or shopping for a product, that is used as a trendy or reference in assessing the overall performance of the product in question.

Tjiptono, (2017) defined that the 10 dimensions of provider pleasant are simplified into 5 major dimensions, particularly "Competence, decency, credibility, and safety are united into assurance." Access, conversation and patron know-how are incorporated into empathy. Based on this, it could be regarded that there are 5 dimensions of the Servqual, particularly (Tjiptono, 2017) :

a. Physical proof (tangibles), bodily proof referring to the splendor of bodily facilities, equipment, and substances utilized by the corporation, in addition to the arrival of personnel.

b. Reliability is involved with the corporation's cappotential to offer correct offerings from the primary time with out making any errors and handing over its offerings according with the agreed time.

c. Responsiveness is involved with the willingness and cappotential of personnel to assist clients and reply to their requests, and tell while offerings might be furnished after which offer offerings quickly.

d. Assurance, that's the conduct of personnel capable of foster purchaser self assurance withinside the corporation and the corporation can create a feel of protection for its clients. Assurance additionally method that personnel are usually well mannered and grasp the expertise and competencies had to take care of any purchaser questions or concerns. e. Empathy method that a corporation knows its customers' troubles and acts withinside the hobbies of clients, and offers clients non-public interest and has snug hours of operation.

Facilities

Facilities are the whole lot withinside the shape of gadgets and cash which could facilitate and facilitate the implementation of a specific business. Facilities also can be interpreted as centers and media to be had withinside the surroundings and withinside the company's office, in this example meant to offer most provider in order that purchasers or customers experience snug and satisfied. (Nurhadian, 2019). Facilities are the primary helping elements withinside the sports of a product or provider.

Facilities are an vital factor of offerings wherein the power is a bodily evidence of illustration of the provider, that is normally withinside the shape of gadget used. Services are intangible, consequently purchasers frequently depend upon tangible cues or bodily proof in comparing a provider earlier than shopping for it and determine its pleasure and after consumption (Tjiptono, 2017). Physical proof consists of bodily centers (servicescape) and different tangible elements, which assist purchasers apprehend and compare intangible offerings. Broadly speaking, bodily proof consists of the bodily centers of servicescape organizations (inclusive of parking lots, ready rooms, gadget, air quality / temperature) and different kinds of bodily communication (inclusive of employee / group apparel and uniforms, brochures, net sites, and so on).

In reference to the advertising and marketing of offerings which can be diagnosed as intangible, the great of carrier in presenting offerings to customers wishes unique interest from the organization. Tourist centers are all centers whose feature is to fulfill the wishes of vacationers who live for some time withinside the traveller vacation spot location they visit, wherein they are able to loosen up experience and take part in sports to be had withinside the traveller vacation spot (Sulistiyana, 2015). With an look which can entice customers it'll offer a excessive promoting fee for the organization or the workplace itself.

Facilities are centers and infrastructure that help the operation of traveller sights to house all of the wishes of vacationers, now no longer immediately encouraging increase however growing on the equal time or after the enchantment develops (Fanggidae & R. Bere, 2020). Facilities

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are usually associated with places and decorations designed in such a way by the company to provide comfort to consumers which ultimately makes consumers comfortable and gives rise to their intention to visit again, even promoting it indirectly to others (Charli & Putri, 2021).

Based on this definition, it can be said that facilities are supportive in selling a service product. With the facilities that support and attractive appearance will provide comfort to consumers.

3. Method

This research was conducted at Andalus Tourist Attraction in Kuok District of Kampar Regency of Riau Province. This study was conducted for 2 months, namely in October to November 2021. The types of data used are qualitative data and quantitative data with primary data sources and skunder. Data collection techniques are questionnaires, observations and research files.

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions (Sugiyono, 2017). The population in this study is visitors who come to Andalus Tourist Attraction in Kuok District of Kampar Regency of Riau Province. A sample is part of the number and characteristics that the population has. (Sugiyono, 2017). This research sampling technique is done with incidental sampling technique which is a sampling method by choosing anyone who is on the object of the study. This is because the number of populations and samples is unknown, so the authors set the population number as much as 100 samples. This is in accordance with the opinion (Ardianto, 2014) Which states that if the population is infinite then the number can be determined by researchers.

Analisis *Importance Performance Analysis* (IPA) is an analysis of the level of conformity of customer expectations or interests and the performance or reality received to find out the extent of service performance that has been provided by the company and the improvements that the company needs to make to improve the quality of its service in order to always be able to satisfy customers (Herwanto et al., 2013).

By using the Likert Scale the value of variables measured by a particular instrument can be expressed in the form of numbers to be presented in the form of a table. To measure the average score of the level of expectation and the level of reality in each service quality attribute, the following formula can be used (Ardianto, 2014) :

$$\bar{X} = \frac{\sum X_i}{n} \qquad \bar{Y} = \frac{\sum Y_i}{n}$$

Information:
X_i = Reality scoring score
Y_i = Patient expectation assessment score
$\dot{X}$ = Average reality level score
$\bar{Y}$ = Average score of expectation levels
n = Number of respondents

After obtaining the average score of expectation level and reality level, the next step is measured the level of conformity between the level of expectation and the level of reality to be presented in the form of a table. To measure the level of conformity between the level of expectation and the level of reality, the following formula is used (Supranto, 2016):

$$Tk_i = \frac{X_i}{Y_i} \times 100\%$$

Information :
Tk = Respondent's level of conformity
Xi = Performance assessment level (reality)
Yi = Expectation assessment level

From this level of conformity, it can be known whether the results received by the customer are appropriate or not with the level of customer interest. Furthermore, the level of satisfaction can be known from the total average level of conformity. If the level of conformity is brought total average, it can be said that customers are less satisfied with the results obtained. Conversely, if above the total average is said to be satisfactory.

Once the attributes are created the priority order of quality improvement, then the data from the expectations and realities received by the customer is illustrated with a cartesius diagram. Depictions with cartesius diagrams are useful for creating service quality improvement strategies. A cartesius diagram is a wake divided into four sections bounded by two intersecting lines perpendicular to the point (X,Y) where X is the result of the average score of the level of reality (performance) and Y is the result of the average of the expectation level score. The horizontal axis (X) will be filled by the average performance level score and the upright axis (Y) will be filled by the average expectation level score. Calculations X and Y are derived from the following formulas:

$$\overline{\overline{X}} = \frac{\sum_{i=1}^{N} \overline{Xi}}{K} \qquad\qquad \overline{\overline{Y}} = \frac{\sum_{i=1}^{N} \overline{Yi}}{K}$$
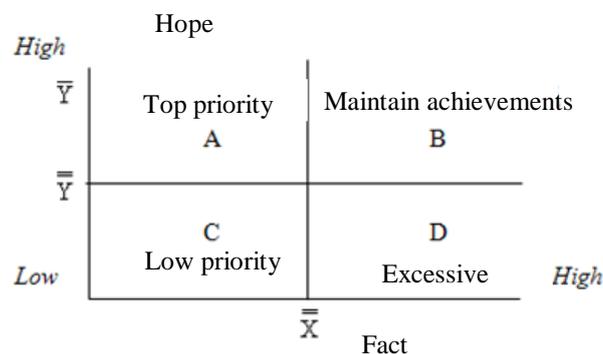
Information:
X = The average score of the average weight weight of the overall reality level attribute.
Y = The average score of the average weight weight of the overall expectation level attributes.
K = The many attributes of quality of service affect satisfaction.

The following is a diagram of the kartesius level of hope and reality with all four quadrants:

Figure 1. Diagram of Cartesius Level of Expectation and Level of Reality

Source : (Karina & Setiadi, 2020)

Information:
X = Level of Reality
Y = Level of Expectation
A = Top priority
B = Maintain Achievement
C = Low Priority

D = Excessive

According to Supranto, (2016), the company can find out the service rating according to customer satisfaction and company performance and identify what strategies or actions the company management needs to take through the elaboration of the overall dimensions of service quality into the cartesius diagram in the following ways :

a. Quadrant A (high importance, low performance)
   Areas that show attributes of service quality that have a high level of importance or above the average value while the work rate is considered low. The dimensions of service quality included in this quadrant of performance must be improved by the company by continuously improving.

b. Quadrant B (high importance, high performance)
   Region that shows service quality attributes that show a high level of importance and performance level. The dimensions included in this quadrant can be maintained and must continue to be managed properly because its existence has an advantage in the eyes of customers.

c. Quadrant C (low importance, high performance)
   Areas that contain service quality attributes that have a low level of importance while a high performance level. The dimension of service quality that includes this quadrant is felt not too important by customers and the company only carries out ordinary so that the company does not need to allocate costs to improve its performance (low priority). But the dimensions of service quality in this quadrant still need to be watched out for, observed, controlled, because the level of customer interest can change as the need increases.

d. Quadrant D (low importance, low performance)
   This region contains attributes of service quality that has a low level of importance, and a low level of implementation. The dimensions of service quality included in this quadrant are felt too excessive in their implementation by customers.

4. Results and Discussions

Based on the results of the recapitulation, where the level of consumer satisfaction with the quality of services and facilities at Andalus Tourist Attraction in Kuok District of Kampar Regency of Riau Province can be seen in table 5 :

**Table 5. Level of Consumer Satisfaction at Andalus Attractions**

Dimension	Statement Item	Hope	Fact	Average Expectations	Average Reality	Ikj	Average Dimensions	Rank
Tangible	Items 1	425	420	4,25	4,20	-0,05		
	Items 2	423	420	4,23	4,20	-0,03	-0,04	1
	Items 3	435	431	4,35	4,31	-0,04		
Reliability	Items 4	410	399	4,10	3,99	-0,11		
	Items 5	430	421	4,30	4,21	-0,09	-0,10	6
	Items 6	397	386	3,97	3,86	-0,11		
Responsive	Items 7	420	417	4,20	4,17	-0,03		
	Items 8	398	395	3,98	3,95	-0,03	-0,07	5
	Items 9	430	416	4,30	4,16	-0,14		
Assurance	Items 10	395	391	3,95	3,91	-0,04		
	Items 11	413	397	4,13	3,97	-0,16	-0,11	7
	Items 12	435	423	4,35	4,23	-0,12		
Emphaty	Items 13	401	398	4,01	3,98	-0,03		
	Items 14	397	395	3,97	3,95	-0,02	-0,14	8
	Items 15	405	367	4,05	3,67	-0,38		
	Items 16	460	451	4,60	4,51	-0,09	-0,05	2

Dimension	Statement Item	Hope	Fact	Average Expectations	Average Reality	Ikj	Average Dimensions	Rank
Main Facilities	Items 17	420	417	4,20	4,17	-0,03		
	Items 18	411	407	4,11	4,07	-0,04		
Support Facilities	Items 19	398	394	3,98	3,94	-0,04		
	Items 20	390	386	3,90	3,86	-0,04	-0,06	4
	Items 21	409	399	4,09	3,99	-0,1		
Supporting Facilities	Items 22	427	420	4,27	4,20	-0,07		
	Items 23	412	409	4,12	4,09	-0,03	-0,06	3
	Items 24	411	404	4,11	4,04	-0,07		

Source: Data processing, 2021

Based on table 5 it can be seen that from 8 (eight) dimensions the level of visitor satisfaction on the quality of service and facilities at Andalus Tourist Attraction in Kuok District of Kampar Regency of Riau Province the dimension that has the highest dimension average value is the physical evidence dimension (tangible). While the dimension that has the lowest average value is the Empathy (emphaty) dimension.

Diagram of visitor satisfaction with the quality of service and facilities at Andalus Tourist Attraction in Kuok District of Kampar Regency of Riau Province can be seen in figure 2 :
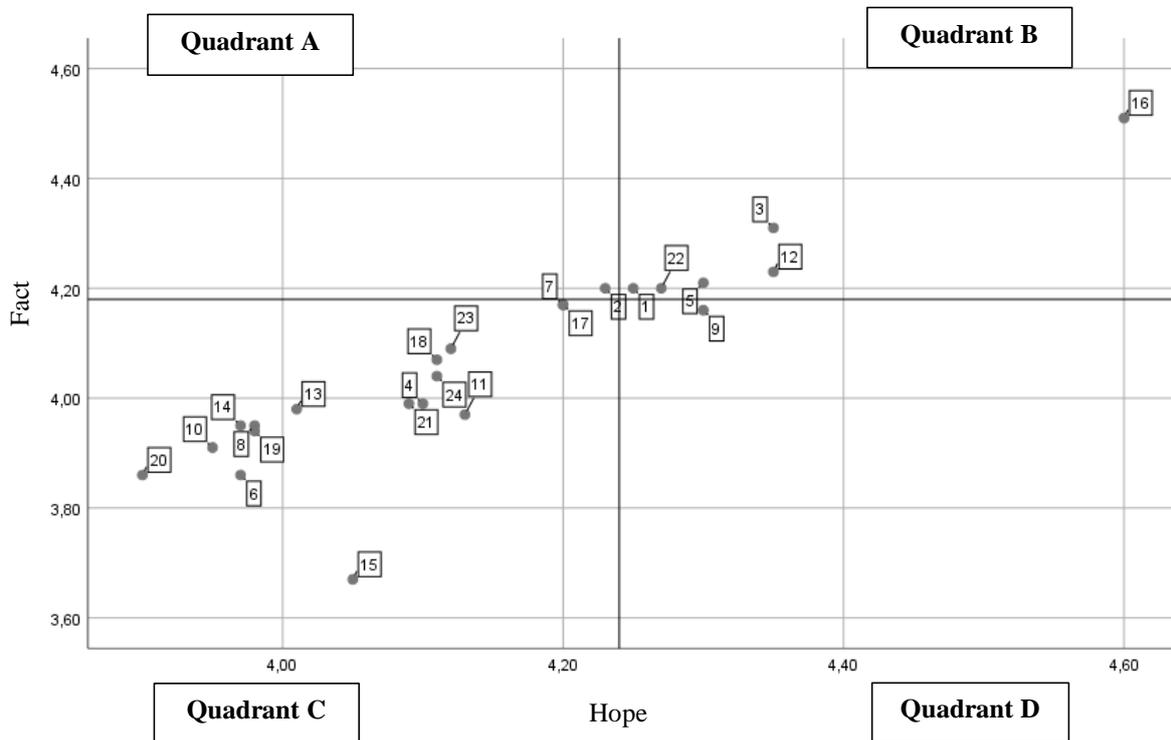
Figure 2. Cartesius Diagram Measuring Visitor Satisfaction
At Andalus Tourist Attractions in Kuok District of Kampar Regency of Riau Province

Source : Data processing, 2021

Based on figure 2 can be seen visitor satisfaction at Andalus Tourist Attraction in Kuok District kampar district of Riau Province shows that most of the attributes according to the respondents are more in quadrant C which is as many as 16 (sixteen) attributes, in quadrant A as many as 1 (one) attribute, quadrant B as much as 6 (six) attributes and quadrant D as much as 1 (one) attribute.

Based on the results of data processing, it can be seen that the most respondents who visited Andalus Tourist Attraction in Kuok District of Kampar Regency of Riau Province are women with Strata One (S1) education qualifications who work as private employees.

Based on figure 2 can be interpreted as follows:

1. **Quadrant A (High Importance, Low Performance)**

   Quadrant A is the Concentrate Here. In this quadrant there are elements which are taken into consideration critical and or predicted via way of means of clients however the overall performance of enterprise actors is taken into consideration unsatisfactory in order that enterprise actors want to pay attention on allocating their sources to enhance the overall performance that comes on this quadrant. The variables blanketed on this quadrant are as follows :

Table 6. Quadrant Variable A

Items	Statement
2	Cleanliness of the tourist attraction environment.

Source: Data processing, 2021

Thus, the variables included in quadrant A have a high level of importance that must be improved by the company by continuous improvement.

2. **Quadrant B (*High Importance, High Performance*)**

   Quadrant B is the Quadrant Of Maintain Achievement (Keep Up The Good Work). In this declaration there are elements which might be taken into consideration vital and anticipated as a helping element for customer pride in order that enterprise actors are obliged to keep overall performance overall performance. Quadrant B suggests elements or attributes which might be taken into consideration vital and fulfill customers who've been properly applied via way of means of enterprise actors. The variables covered on this quadrant are as follows:

Tabel 7. Variabel Kuadran B

Items	Statment
1	The facilities provided are very clean
3	Timeliness in providing services to visitors
5	Complete vehicle information.
12	Security in vehicle parking
16	Top facilities adequate for activities in Andalus Attractions
22	Adequate supporting facilities to make it easier for guests to do activities at Andalus Attractions.

Source : Data processing, 2021

Thus, the six variables items are in quadrant B which means being a scale of maintaining achievement in maintaining and increasing visitor satisfaction for andalus attractions.

3. **Quadrant C (Low Importance, High Performance)**

   Quadrant C is a low priority. In this declaration there are elements which are taken into consideration to have a low stage of belief or real overall performance and aren't too essential and or now no longer too predicted with the aid of using purchasers in order that enterprise actors do now no longer want to prioritize or pay extra interest to those elements. In quadrant C this suggests elements which are taken into consideration much less essential with the aid of using purchasers and now no longer applied nicely with the aid of using enterprise actors. The variables protected on this quadrant are as follows:

Table 8. Quadrant Variable C

Items	Statment
4	Ease of getting rides education
6	Very complete vehicle information
7	Speed of crew presence when visitors need help.
8	Short duration of time in waiting for tour crew
10	Guaranteed rides for visitors
11	Very quality equipment.
13	The crew's response in receiving complaints from visitors.
14	The crew's attitude towards visitors.
15	The crew understands what visitors need.
17	The main facilities are very clean.
18	The safety facilities offered are excellent.
19	Complete support facilities thus helping guests to relax at Andalus Attraction.
20	Decent support facilities.
21	The support facilities provided are always ready for visitors to use.
23	Safe support facilities for children.
24	The supporting facilities provided are very unique and instagrameble

Source: Data processing, 2021

Thus, the sixteen variable items are in quadrant C which has a low level of importance while the performance level is high. Variables in this quadrant still need to be watched out, observed, controlled, because the level of interest of visitors can change as the need increases.

4. Quadrant D (*Low Importance, Low Performance*)

Quadrant D is an immoderate activity (Possibly Overkill). In this assertion there are elements which can be taken into consideration now no longer too critical and now no longer too predicted with the aid of using clients in order that groups are higher off allocating the assets related to the ones elements to different elements which have a better precedence level. The variables blanketed on this quadrant are as follows:

Table 9. Quadrant Variable A

Items	Statment
9	The speed of the waiter in welcoming visitors

Source: Data processing, 2021

Thus these items are excessively implemented by the company, for it is better for the company to allocate its resources for the top priority first.

Based on the 4 (four) quadrants above it can be concluded that quadrant C is the quadrant with the most statement items, which is as many as 16 statement items. Quadrant C is a region that contains service quality attributes that have a low level of importance while a high performance level. The dimension of service quality that includes this quadrant is felt not too important by consumers and business people only carry out their usual activities so that business people do not need to allocate costs to improve their performance (low priority). But the dimensions of service quality included in this quadrant still need to be watched out for, observed, controlled, because the level of consumer interest can change as the need increases.

5. Conclusion

a. Based on the characteristics of respondents it can be concluded that most visitors to Andalus Tourist Attraction in Kuok District of Kampar Regency of Riau Province are women with Strata One (S1) education qualifications who work as private employees.

b. Based on the results of research it is known that overall visitors are satisfied with the quality of services and facilities at Andalus Tourist Attraction in Kuok District of Kampar Regency of Riau Province as evidenced by the acquisition of the most statement item attributes in quadrant C, namely Low Priority as many as 16 (sixteen) statement items..

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