

Analysis of Facilities and Community Friendliness on Tourist Satisfaction in Osing Village, Banyuwangi

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Abstract

Osing Village is one of the tourist destinations in Banyuwangi Regency with its main attraction being the local wisdom of the people in the village. This study aims to determine and analyze the impact of facilities and community friendliness on tourist satisfaction at the Osing Village tourist destination in Banyuwangi Regency. The research method used is explanatory research with 105 respondents of Osing Village visitors as samples, this study uses multiple linear regression data analysis and hypothesis testing. The results of this study show that the facilities and friendliness of the Osing Village community have an effect on tourist satisfaction, and facilities have a dominant effect on tourist satisfaction, which means that the facilities provided by the Osing Village manager are good and can provide satisfaction for tourists who visit, not only facilities but the friendliness of the community in Osing Village also provides a level of tourist satisfaction. The conclusion of this study is that the facilities and friendliness of the community have an effect on the level of tourist satisfaction in Osing Village, Banyuwangi Regency.

Keywords: Facilities, Community Friendliness, Tourist Satisfaction, Osing Village

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1. INTRODUCTION

Indonesian tourism is a driver of the national economy that has the potential to trigger economic development in the future (Surwiyanta, 2021)(Nabal & Djaja, 2022), with tourism, a country or especially a local government that has a tourist destination will get income from every tourist destination that exists. Tourism as a commodity needed by every individual, with the reason to increase creativity, eliminate work boredom, and learn new and unique things in an area visited. Several regions in Indonesia also develop cultural tourism as the main tourist attraction, as well as the province of East Java which is one of the tourist destinations in Indonesia that offers a variety of tourist destinations, ranging from natural tourist destinations, artificial tourist destinations and cultural tourist destinations. One of the tourist destinations in East Java Province that is being developed is Banyuwangi Regency, a regency located at the eastern tip of Java Island and is one of the largest regencies in East Java. Banyuwangi Regency is also one of the popular tourist destinations in East Java Province, starting from

the beauty of the Ijen Crater which always attracts the attention of domestic and foreign tourists, the beauty of the sea on Tabuhan Island, to the Osing Village which elevates the culture of Banyuwangi Regency to become a tourist attraction in this Cultural Village. Osing Village is located in Glagah District, Banyuwangi Regency, this tourist destination is a leading one in Banyuwangi Regency which carries out the development of culture-based tourism and empowerment of local communities, the success of this village cannot be separated from the existence of adequate tourist facilities and the friendliness of the Osing community which is also the main attraction for tourists (Shabrina & Elia Nur Fadillah, 2023)(Khofifah, Sugiarti, & Setiawan, 2018).

The tourist facilities in Kampung Osing include 40 homestay units with typical Osing architecture, the Osing village market, the Kemangi pesantongan food stall, and the Oasing traditional house area which is the center of cultural and culinary attractions. According to (Suhardi, Zulkarnaini, Burda, Darmawan, & Klarisah, 2022) Facilities are part of the physical evidence in the service marketing mix that can shape customer perceptions and experiences, this view is in line with the opinion of (Kotler & Armstrong, 2010) which states that the physical environment where services are delivered or better known as servicescape also plays a crucial role in shaping consumer experiences and behavior. Not only facilities, on the other hand, the friendliness of the local community is also an inseparable element in the development of community-based tourism (Hudaa & Fahmi, 2021)(Suryanti & Indrayasa, 2021). The warmth, openness, and willingness of the community to welcome guests also affect the image of the destination and the level of tourist satisfaction. emphasizes that good social interaction between tourists and local communities can create a more meaningful tourism experience, while also encouraging visitor loyalty to the destination. Therefore, in the development of Kampung Osing, it is necessary to analyze the availability and quality of facilities and the attitude of the community in welcoming tourists as important things to identify the extent to which these two factors affect the level of tourist satisfaction.

Considering the importance of the role of facilities and community friendliness in shaping the tourism experience, this study is relevant to be conducted in order to provide an empirical description of the factors that contribute to tourist satisfaction in Kampung Osing. The results of this study are expected to be input for destination managers and stakeholders in formulating sustainable tourism development strategies based on improving the quality of service and empowering local communities. With that, the author draws the formulation of the problem in this study, including; 1) Do facilities affect tourist satisfaction in Kampung Osing, Banyuwangi Regency?, 2) Does the friendliness of local communities affect the satisfaction of tourists in Kampung Osing, Banyuwangi Regency?, 3) Do facilities and friendliness of local communities affect the satisfaction of tourists in Kampung Osing, Banyuwangi Regency?, 4) Which of the facilities and friendliness of local communities have a dominant influence on the satisfaction of tourists in Kampung Osing, Banyuwangi Regency?

2. HYPOTHESES DEVELOPMENT

2.1 Hypotheses

- a. It is suspected that facilities have a positive and significant effect on tourist satisfaction in Kampung Osing, Banyuwangi Regency
- b. It is suspected that the friendliness of the local community has a positive and significant effect on tourist satisfaction in Kampung Osing, Banyuwangi Regency
- c. It is suspected that facilities and community friendliness have a positive and significant effect on tourist satisfaction in Kampung Osing, Banyuwangi Regency
- d. It is suspected that facilities have a dominant effect on tourist satisfaction in Kampung Osing, Banyuwangi Regency

2.2 Research Concept Framework

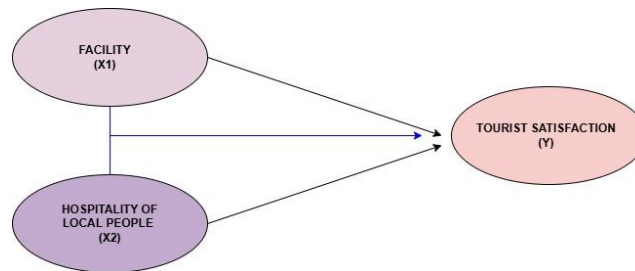


Figure 1: Kerangka Konsep Penelitian

Source: Berbagai artikel, diolah (2025)

3. METHOD, DATA, AND ANALYSIS

This research focuses on the study of tourism management, especially those related to facilities, local community friendliness, and tourist satisfaction. This research is an explanatory research, where explanatory research is a type of research that explains the position of the variables studied and the influence between one variable and another. (Muhammad Yousaf, 2019)(Oktriono, Surjandy, Meyliana, Carolina, & Stephanie, 2020), The location of this research is in Kampung Osing, Banyuwangi Regency, East Java. The population in this study were all people who visited Kampung Osing, while the sample in this study because the population size was unknown, the author used the theory (Hair Jr., Matthews, Matthews, & Sarstedt, 2017) which recommends that the minimum number of samples is obtained from 5-10 times the number of statement items in the questionnaire, while the number of statement items in the questionnaire is 21, so the number of samples is $21 \times 5 = 105$. The data analysis technique in this study uses multiple linear regression analysis and hypothesis testing.

4. RESULTS

Table 1 : Hasil Analisis Regresi Linier Berganda

Variable	Information	Cofisien Regretion	T Count	Sig	Information
X1	Facility	0,666	7,488	0,000	Significant
X2	Hospitality of Local People	0,539	5,353	0,000	Significant
Constant			3,148		
R			0,813		
Adjusted R Square			0,655		
F Count			99,632		
Sig F			0,000		
N			105		
Dependent Variable	Tourist Satisfaction				

Source: Primary Data, processed (2025)

It is known that the constant is 3.148 while the facility value (b/regression coefficient) is 0.666 and the local community friendliness value (b/regression coefficient) is 0.539 so that the regression equation becomes:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 3,148 + 0,666X_1 + 0,539X_2 + e$$

Hypothesis Testing

Based on the results of multiple regression tests, it is known that the variables of facilities and friendliness of local people together or simultaneously influence the interest in visiting Kampung Osing, Banyuwangi Regency. To see this influence, it can be seen from the results of the F test, the calculated F value is 99.632. So it can be concluded that $F_{\text{count}} > F_{\text{table}}$ ($99.632 > 3.09$) which means that the facilities

and friendliness of local people together or simultaneously influence tourist satisfaction in Kampung Osing, Banyuwangi Regency.

5. DISCUSSION

5.1 The Influence of Facilities on Tourist Satisfaction in Osing Village, Banyuwangi Regency

The results of this study indicate that there is a positive and significant partial influence of facilities on tourist satisfaction in Kampung Osing, indicating that facilities are part of the needs of tourists when visiting. Visitors feel that facilities are also something that must be met by tourism managers in order to increase tourist satisfaction and generate interest in returning. Based on the results of testing hypothesis 1 regarding the influence of facilities on tourist satisfaction, it was found that facilities have a significant influence on tourist satisfaction, which is 0.000, which is smaller than 0.05. Where the results of the t-test show that the calculated t value is 7.488, which means that the better the facilities provided in Kampung Osing, the more it will increase tourist satisfaction. The results of this study support the results of research conducted by (Dea Ayu Larasati, 2022) that all facilities and service quality can affect tourist satisfaction.

5.2 The Influence of Local Community Friendliness on Tourist Satisfaction in Osing Village, Banyuwangi Regency

The results of this study indicate that there is a partial positive and significant influence of local community friendliness on tourist satisfaction in Kampung Osing, indicating that local community friendliness is an important part of a series of community-based tourism, considering that local communities are hosts for community-based tourist destinations. Based on the results of testing hypothesis 2 regarding the influence of local community friendliness, it has a significant influence on tourist satisfaction, which is 0.000 less than 0.05. Where from the results of the t-test it is known that the calculated t value is 5.353, which means that the higher the friendliness of the local community, the higher the tourist satisfaction will be. The results of this study support the results of research conducted by (Putri, 2023) that local wisdom influences tourist satisfaction from ecotourism-based tourist destinations.

5.3 The Influence of Facilities and Local Community Friendliness on Tourist Satisfaction in Osing Village, Banyuwangi Regency

Simultaneous test (F Test) was conducted to test whether there was an influence of independent variables simultaneously on dependent variables. The results of the F test analysis using the SPSS program obtained F count 99.632 with a significance of 0.000 because the significance value < 0.05 then H_0 was rejected, this indicates that H_3 states that it is suspected that the facilities and friendliness of the local community have a simultaneous effect on the satisfaction of tourists in Kampung Osing can be seen based on the Adjusted R square value. From the SPSS output, the Adjusted R Square value of 0.655 was obtained, this value indicates that the two independent variables, namely facilities and friendliness of the local community, are able to explain the dependent variable, namely tourist satisfaction by 65.5%, this means that 34.5% of the variation in the tourist satisfaction variable can be explained by other factors outside the regression model in this study. This study is supported by (Ciwuk & Intan, 2022) In providing tourist satisfaction, it can also be done using SWOT analysis, where in this research, community involvement as stakeholders can be used as an asset in developing tourist destinations..

5.4 Facilities Have a Dominant Influence on Tourist Satisfaction in Osing Village, Banyuwangi Regency

In hypothesis 4, it is suspected that facilities (X1) are the most dominant variable influencing tourist satisfaction (Y), however, based on the results of the regression test by looking at the regression coefficient value, the regression coefficient value of the facility variable (X1) is 0.666 and the regression coefficient value of the friendliness of the local community (X2) is 0.539, so it

can be concluded that in this study, the facility variables (X1) and the friendliness of the local community (X2) that have the dominant influence on tourist satisfaction in Osing Village, Banyuwangi Regency are the facilities in Osing Village according to the needs and desires of tourists, the opinions expressed (Aryani Soemitro & Suprayitno, 2018) conveyed that facilities are the main need for tourists, and the arrangement of facilities needs to be considered to increase tourist satisfaction.

6. CONCLUSION

From the results of the analysis and discussion of the variables of facilities and friendliness of the local community, it was found that facilities and friendliness of the local community partially have a significant effect on tourist satisfaction. From this study, it can be seen that facilities are one way to develop Kampung Osing, by looking at the needs and desires of tourists in Kampung Osing, Banyuwangi Regency, including the addition of several supporting facilities at a tourist destination. Tourist satisfaction is predominantly influenced by the facilities in Kampung Osing, Banyuwangi Regency, which means that facilities in Kampung Osing such as homestays, restaurants and other facilities can increase the satisfaction of tourists visiting Kampung Osing, Banyuwangi Regency. To increase tourist satisfaction, there are several other factors that influence, including attractions and accessibility. (Laing & Kuntariati, 2022), quality of service and price (Hustina, Ika; Alvianna, Stella; Hidayatullah, Syarif; Lasarudin, 2021), product quality (Estikowati, Alvianna, Patalo, & Hidayatullah, 2022), and experiential marketing (Astuti, & Respati, 2020).

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