Analysis Of Tourist Satisfaction With Tourist Attractions In Saung Angklung Udjo

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Abstract

This study analyzes tourist satisfaction with tourist attractions at Saung Angklung Udjo. The research method used is a quantitative method with a questionnaire instrument. The population in this study were tourists visiting Saung Angklung Udjo, with a sample of 114 respondents selected using a purposive sampling technique. The results showed that tourists were satisfied with the attractions at Saung Angklung Udjo. This is influenced by aspects such as activities, amenities, and accessibility, which are provided. Saung Angklung Udjo has provided an interesting experience for tourists through typical angklung performances from various activities, adequate supporting service facilities, and ease of accessibility, providing comfort for tourists. The research findings also reveal tourists' opinions on suggestions for future attractions at Saung Angklung Udjo, such as increasing the variety of themes and concepts of the show and improving the tour's cleanliness and safety. This research provides implications for managers to continue to improve the quality and innovation of tourist attractions, and the results are expected to be material for evaluation and input for Saung Angklung Udjo managers in increasing tourist satisfaction in the future.

Keywords: Tourist Satisfaction, Attraction, Activities, Amenities, Accessibility, Innovation.

INTRODUCTION

Indonesia has enormous tourism potential. Its regions are rich in cultural wealth, natural beauty, and unique cultural heritage. The potential growth in the tourism sector in Indonesia is very promising, supported by various amazing tourist destinations, such as exotic beaches, beautiful mountains, lush tropical forests, and sustainable cultural heritage.

Government support in the management and development of tourism quality is an important strategy to make Indonesia one of the best tourist destinations in the world. This can be seen from the achievement of the number of tourist visits to Indonesia, which continues to increase yearly. In 2024, an even higher tourist visit target will be expected. To achieve the tourism growth target, tourism industry players can implement a strategy of facility development, preservation of local culture, and responsibility for tourism activities to encourage sustainability and improve service quality and safety for tourists (Kemenparekraf, 2023). The attractiveness of tourist destinations is the main motivation for tourists. The more innovations in a tourist destination, the stronger its appeal. Tourism attractiveness is an important indicator in determining the quality of tourism (Ester & Syarifah Hudayah, 2020).

Saung Angklung Udjo is a cultural tourist attraction in Bandung that preserves Sundanese art and culture, especially angklung. Founded in 1966 by Udjo Ngalagena, it has strong potential as a tourist destination. With innovative performance media, performance arenas, bamboo craft centers, and bamboo musical instrument workshops, Saung Angklung Udjo offers visitors a meaningful educational and cultural experience, with various achievements achieved nationally and internationally (Saung Angklung Udjo, n.d.).

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In addition, Saung Angklung Udjo has experienced a significant impact due to the COVID-19 pandemic. Previously, Saung Angklung Udjo always experienced an increase in the number of visits, reaching 228,599 domestic visitors in 2019. However, when the pandemic hit, Saung Angklung Udjo's operational activities were almost completely closed from March to May 2020 and were forced to be carried out online. Many angklung players lost their jobs and switched professions. There was also a drastic decrease in the number of visits in the following month, June 2020. There were only about 20 visits (Prianti et al., 2022). Nonetheless, Saung Angklung Udjo slowly recovered, with at least 600 visitors per performance session by Ied Fitr in 2023 (Ritonga, 2023).

In the recovery process, the management, including public relations, worked with the government and corporations to revive the performances and achieve visitation stability. To reach out to tourists again, Saung Angklung Udjo organized various events, such as Udjo Reborn, which invited angklung communities and music enthusiasts, and the Guinness World of Record event with 15,110 people playing angklung at Gelora Bung Karno Stadium in August 2023. It continued to innovate and be creative during this time, especially regarding performance presentations. By adapting to the times, angklung can now play various genres of music, including angklung band and mass Nusantara. In addition, they also enriched the performance material from 7 to 9 songs with different arrangements.

Innovations were also made in regional dance programs, such as topeng dance, by adding properties to give a more real and memorable atmosphere. Efforts to continue to innovate are also made on facilities, such as increasing and improving the quality of cleaning facilities. The results of these various efforts, innovations, and creativity have brought Saung Angklung Udjo to be increasingly recognized, with a significant increase in visits in the past year, from an average of 1,000-1,500 per day in 2019 to 2,000 visits per day at a total average of 5 shows at the end of the 2023 range.

Based on the analysis, in 2023, Udjo's management has endeavored to provide the best service and quality through performance innovation and facility quality improvement. These efforts have proven to be effective, with an increase in the number of visits showing increased tourist enthusiasm. This indicates that the tourist attractions tourists enjoy will automatically lead to positive satisfaction. Conversely, if the tourist attraction cannot be perceived properly, it will reduce the satisfaction and interest in tourist visits (Ester & Syarifah Hudayah, 2020).

Based on the source cited (Susianto et al., 2022), Visitor satisfaction based on real experience is the main indicator of satisfaction level. This is influenced by tourist attractions, namely innovation and management of performance programs, as well as amenity and accessibility. Positive management of these factors will affect the visitor's decision to visit again. Previous research (Syarifuddin, 2021) discussed visitor satisfaction at Saung Angklung Udjo but focused more on the relationship between the value of tourists as customers and satisfaction with the existing performances and attractions at that time. No specific research has analyzed the level of tourist satisfaction based on innovation. This study was conducted to evaluate visitor satisfaction with current attraction innovations. Although the increase in the number of visits indicates high tourist interest and enthusiasm, it is necessary to evaluate whether an increase in visitor satisfaction accompanies this. In addition, this research can answer suggestions from previous research that tourist value is an important thing that must be considered because this aspect is the basis for increasing tourist satisfaction (Syarifuddin, 2021).

This research will focus on the assessment or perception of tourists regarding the current tourist attraction. In addition to providing preferences about aspects that affect tourist satisfaction, this research will collect opinions and suggestions about recommendations, improvements, or innovation ideas from tourists related to performance activity programs, amenities, and accessibility at Saung Angklung Udjo. The study results are expected to provide an overview of the evaluation and potential aspects that need improvement or development. In the end, this research can be a source of consideration for the manager of Saung Angklung Udjo in providing meaningful experience satisfaction, maintaining visits, and developing the quality of its tourist attractions. This is important to maintain the sustainability and competitive edge of Saung Angklung Udjo as a cultural tourism icon in West Java.

LITERATURE REVIEW
The Concept Of Tourist Attraction

A tourist attraction is everything that has uniqueness, beauty, and value in the form of **the** diversity of natural wealth, culture, and man-made products that become the destination for tourist visits. Tourism is part of national development carried out systematically and sustainably towards the values in society culture (Undang-undang (UU) Nomor 10 Tahun 2009 tentang Kepariwisataan, 2009). Tourist attractions include various elements in tourist attractions that can be enjoyed, including nature, culture, recreation, and activities

that can be done (Biswas et al., 2020). In this study, tourism focuses on preserving cultural value innovation, with performances of Sundanese culture and other regional arts that raise the angklung art instrument as an attraction; according to (Haneef, 2019), the attractiveness of tourist attractions is the main determinant associated with tourist attraction, and tourism will not exist if it is not related to it. Besides that, some aspects can be fulfilled to become a tourist attraction at a tourist destination, namely: 1) attractions that can be witnessed (What to see), 2) tourist activities that can be done (What to do), 3) Something to buy (What to buy), 4) Transportation (What to arrive) and 5) Lodging (Where to stay) (I Gusti Bagus Rai Utama, 2017). Other linkages can be like what we can see, the accessibility available in getting to tourist attractions, amenities, and complete services, in this case, the services that tourist attractions can provide to visitors; the linkages on these tourist attractions can help generate increased satisfaction to visiting tourists (Meng & Han, 2019).

Tourists who choose to visit a tourist attraction usually have considerations about the usefulness of the resources owned by the place, such as activities, amenities, accessibility, and support services, which are important points that help in the development of tourist attractions and in expanding the target market segmentation of tourism. The increase in tourist attractions is related to tourism competitiveness, which is obtained based on the segmentation of tourists by loading information from various tourist groups to be an overview of the development of future innovations in tourist attractions (Gu et al., 2016).

Activities

Activities at tourist attractions can be where tourists can enjoy activities that feel good in the tourist environment. Therefore, tourism activities should not be made exclusively for certain attractions and targets because, in terms of tourists, there is a desire to do tourism activities where human resources in the service can run authentically and naturally. In addition, tourists expect easy access to the tourist attractions (Reitsamer & Brunner-Sperdin, 2017). With the existence of activities, tourists can feel entertained by doing many activities while in tourist destinations, including shopping, eating out, or using other interesting facilities (Camilleri, 2018). The locus of this research is the Saung Angklung Udjo performing arts tour, where tourists can carry out activities related to what can be witnessed and done regarding the arts and cultural performance programs displayed by Udjo (Priyanto & Musthofa, 2020). Based on the results of the analysis of previous research with the same focus on Udjo, a performance activity can be an attraction based on a performance program that is packaged creatively and innovatively and provides an interactive experience for tourists. In addition, duration is important because of the optimization of performance time, which lasts short and densely, by presenting the concept of performance material that displays interesting artistic and cultural scene points. Guided by performers with bilingual communication skills, namely the use of communicative Indonesian and English, so that the value aspects of the show can be conveyed emotionally to tourists, and the performances witnessed do not feel boring or entertaining and can be enjoyed by tourists. Apart from that, innovation in activities that are always improved and updated with attention to every aspect will describe a better impression in the future as an attractive cultural tourism activity without leaving this tradition conveyed by Stella (2020).

Amenities

Amenities are related to the elements of provision for tourists while traveling. Amenity is the provision of facilities as part of the supporting aspects of tourism, such as the availability of accommodation, places to eat, and shops. It is one of the important factors that influence tourists' decisions about choosing a tourist destination. (Singagerda & Septarina, 2016). Of course, tourists traveling during the trip desire to be entertained and active in activities, so they need facilities, information, and additional services to support travel. A tourist attraction is said to have decent and complete facilities if it has facilities in the form of travel agents, information centers, health facilities, information signs, physical conditions, trash cans, toilets, and directing officers (Habaora et al., 2021). In addition, tourist destinations should have other facilities such as rest areas, places of worship, souvenir shops, and parking lots (Evi Rusvitasari, 2014). There are also other tourist support facilities, which include shopping facilities, shops that supply food and drinks, wifi, affordability of access to highways as well as emergency services such as security and police stations or business centers, and financial services such as ATMs, available information, provision of electricity, wifi, communication media, to sanitation facilities. The amenities described are certainly important for tourists visiting a tourist attraction or destination so that they can feel that their needs and desires can be met during their journey. In addition, tourists can feel comfortable and safe traveling (Camilleri, 2018). Amenity is an important part of building the experience of visiting tourists (Asmoro & Aziz, 2020). The better the availability and quality of an amenity, the more satisfaction the tourists will feel (Syafitri et al., 2021).

Accessibilities

Accessibility is a definition of how access can make it easy for tourists to mobilize or move places, which can be assessed from a level such as accessibility to a tourist attraction (Lee & King, 2019). In addition, according to (Ghose & Johann, 2019), accessibility is the concept of tourists finding it easy to reach the services, activities, or destinations they want with the availability, affordability, and convenience of available transportation facilities. In addition, it also contains an explanation of information or geographic delivery, from the activities and tourist destinations that tourists will go to. The ease of reaching tourist destinations is the main service aspect of accessibility, and this can be sorted based on access to information, road conditions to tourist objects, road access related to public infrastructure facilities, as well as access to the final place of travel such as adequate parking (Widayati, 2018). Other studies also convey that accessibility is a component that plays a role in creating maximum satisfaction for visiting tourists and is a good basis for tourists to intend to make a return visit in the future if all available needs can make tourists feel fulfilled (Clarissa Natalia & Karini, 2020).

The Concept Of Tourist Satisfaction

Tourist satisfaction is the perception tourists feel during and after their trip (Pratama, 2021). Satisfaction is part of tourist behavior from a context regarding tourism marketing, as conveyed by (Juvan et al., 2017). In addition, (Cohen et al., 2014) stated that tourist behavior consists of 3 stages, namely pre-visit, on-site, and post-visit; this research will refer to the post-it stage, namely the experience tourists have felt after visiting a tourist attraction. Therefore, tourist satisfaction is a benchmark for the suitability between what is felt and what tourists expect from what has been experienced during their travel experience. The feeling of satisfaction when using services is a feeling of consumer satisfaction with the products offered by service providers. Tourist satisfaction with the facilities offered describes what a tourist attraction offers. Satisfaction itself is part of tourist behavior from a context regarding tourism marketing, and this was conveyed (Saragih, 2018).

According to another statement from (Kotler, 2017), the level of satisfaction is based on comparing the reality or results of a product with expectations. If it does not match what is expected, dissatisfaction will arise. If it matches expectations, satisfaction will occur, but great satisfaction will arise when it exceeds expectations. Satisfaction is determined by how well the reality of a product is compared to what is expected. The tourist attraction is offered if it has a quality that meets or exceeds the expectations of tourists; in fact, it will depend on the results of tourist satisfaction and loyalty to visit the attraction again (Viola & Ginting, 2022). Efforts to increase satisfaction with increased repeat visits and loyalty to tourism products will build tourist recommendations for the surrounding area as a result of providing maximum satisfaction (Saragih et al., 2023). One effort to build maximum satisfaction for tourists is for the manager to provide various needs that provide convenience for tourists while traveling (Handayani et al., 2019). In addition, managers need to conduct periodic evaluations of the provision of needs to determine the extent of the level of satisfaction (Masjhoera & Rukmini A.R.b, 2024). The higher the level of satisfaction among tourists, the more the number of tourists visiting will increase, which will affect the income that will be generated (Putri & Ana Noor Andriana, 2021). Tourist objects with distinctive and attractive attractions will make tourists interested in visiting them, and the attraction can continue to be managed to maintain the tourist satisfaction experience obtained after visiting the attraction (Adif et al., 2023).

Based on the explanation by the World Tourism Organization (WTO) in its book that discusses tourist satisfaction, maintaining satisfaction is based on a variety of different factors that influence it, such as the attractiveness of a place, service quality, tourist expectations of tourist attractions, and also the experience of each tourist while on tour. Various elements influencing tourist satisfaction (cleanliness of accommodation, quality of food and water, friendly service) and others (weather, safety) fall within the scope of industry management and tourist attraction managers (World Tourism Organization, 2004).

Based on the theoretical exposure, the research framework is formulated and depicted in Picture 1 in the form:
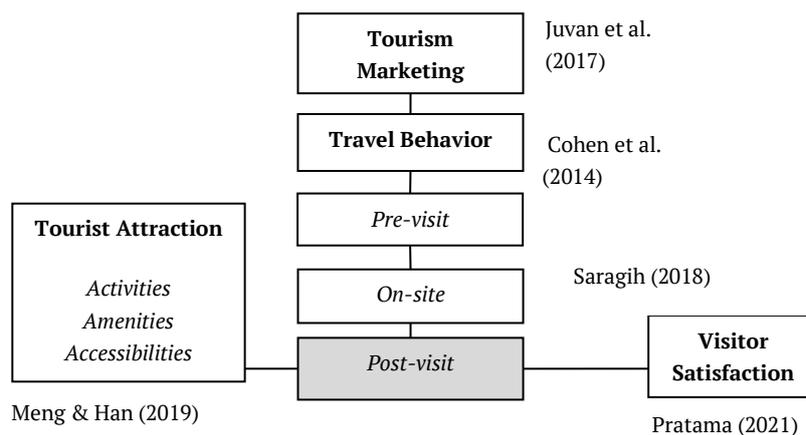
Figure 1. Research Theoretical Framework

METHODS

In this study, a descriptive quantitative method analysis will be carried out. The method describes the character of a variable, group, or social phenomenon generally occurring in society (Martono, 2014). The research instrument used is a questionnaire consisting of 3 sub-variables of tourist attraction: activity, amenity, and accessibility. From the three sub-variables will be derived 18 indicators in the form of closed statements to measure the level of satisfaction. Closed statements help respondents answer quickly and facilitate data analysis. The questionnaire will consist of several parts, such as filtering questions, tourist profiles, and topic statements (Sugiyono, 2019). Later, data will be collected based on direct respondents' responses, using a satisfaction level value to describe tourist satisfaction based on the scoring value. Along with suggestions for the experience of tourists who have visited, it can be developed again based on the tourist attraction.

Data Collection

This research's data collection and sources are primary data from unstructured interviews with Saung Angklung Udjo managers, direct observation, and visitor questionnaires. The author will process the data. Secondary data is obtained from previous research reviews as well as other supporting source information from journals, books, Kemenparekraf websites, BPS statistical data, and other news sources. The population itself can also be interpreted as a whole, all units or individuals within the scope of the research to be studied (Martono, 2014). So, the population in this study are tourists who have visited Saung Angklung Udjo, with an average of 2,000 visits per day in 5 performances. A sample calculation uses the Slovin formula to determine the right sample to represent the population. So, the result of the research is at least 95% or increased to 100; after distributing the questionnaire, the final sample is 114 respondents. Sampling using purposive sampling, with sample criteria that can represent the research objectives set by the author (Darwin, 2021). In this study, the sample that became the destination respondent was tourists who had visited Udjo for a tour.

RESULT AND DISCUSSION
Validity and Reliabilities

Validity aims to determine the suitability of an item for use. This measurement has a method of correlating the score obtained on each question item with the individual's total score. A reliability test is carried out on all statement indicators declared valid. A variable is said to be reliable or reliable if the answers to the questions are consistent. Validity and reliability testing was carried out with the help of the IBM SPSS 26 computer program. Testing in this study was carried out on 30 respondents and 18 statement items. Validity decision-making is based on the number of respondents (n) tested, where if the count value is greater than the > table value of 0.361 with a significance level of 5%, then the question item is declared valid, and vice versa. The calculation of reliability data processing using the "Cronbach's Alpha" formula, or the value of the total sub-variable, is more than the provision of 0.7, so it is declared reliable (Bougie, 2016). The results of all sub-variables are presented as follows.

Table 1. Validity and Reliability Of Tourist Attraction Variables

Sub Variable	Indicator Statement	Pearson Correlation	Cronbach's Alpha
Activities (AK)	Performance Innovation	0,885	0,982
	Performance Creativity	0,941	
	Interactive Participants	0,932	
	Performance Duration	0,932	
	Educational Value Performance	0,917	
	Communicative Performance	0,939	
Amenities (AM)	Souvenir Price Offer	0,864	
	Diversity Souvenirs	0,891	
	Toilet Cleanliness	0,908	
	Ease Trash Bins Availability	0,883	
	Availability Supporting Facilities Worship	0,874	
	Uniqueness Physical Condition Venue & Facilities	0,933	
	Officer Service Quality	0,912	
Accessibilities (AC)	Ease Information Access	0,893	
	Vehicle Parking Lot Access	0,898	
	Roadway Access	0,883	
	Access Strategic Tourism Objects	0,828	
	Access Tourist Attraction Security	0,953	

Source: Research data, 2024

Respondent Characteristics

The characteristics of respondents based on gender were calculated as Male (31;27%) and Female (83:73%). This shows that most women are more interested in cultural tourism than watching performances at Saung Angklung Udjo. Respondent characteristics are based on the generation counted as Gen Z (96;885) and Millennial (11;10%). Therefore, respondents who have the greatest characteristics are tourists with Generation Z, who show more dominance of interest and interest and can become a target market that can be adjusted by tourism managers on how the generation's preferences for performing arts tourism at Saung Angklung Udjo. The characteristics of respondents based on employment are counted as Students (89;78%), Employees (14;12%), Freelancers (3;3%), as well as Self-employed, Entrepreneurs, Civil Servants and Unemployed (2;2%). This is in line with the characteristics of the previous generation, which shows the dominance of Generation Z because the average occupation as a student and student is in that generation category. Characteristics of respondents based on the area of origin counted as Local Greater Bandung (Bandung City, Bandung Regency, West Bandung Regency, Cimahi City) (61; 53%), West Java Region (11; 13%), Jabodetabek (11; 12%), National Outside West Java and Jabodetabek (28; 25%). Therefore, the respondents with the greatest characteristics are tourists from areas of origin in the Greater Bandung Local. This is possible because the location of Saung Angklung Udjo is in the local area of Greater Bandung, so respondents who have the same origin area will have easier access, close and reachable to the tourist attraction.

Characteristics of respondents based on the last year of visiting were calculated in 2024 (36;32%) and 2023 (78;68%). Most tourists visited Saung Angklung Udjo in 2023 because it is considered the most stable year after the pandemic. This aligns with the increase in promotion and innovation at Saung Angklung Udjo in the past year, especially in 2023. The characteristics of the respondents based on the frequency of visiting were 1 time (72;63%), 2 times (29;26%), 3 times (7;6%), and> 3 times (6;5%). Therefore, respondents with a frequency of visiting Udjo who have the greatest characteristics are tourists with a frequency of visiting 1 time. This also shows that tourists are interested in exploring new and different tourist attractions, compared to repeating the experience in the same place. The characteristics of respondents based on visiting partners were calculated to be alone (3;3%), with a partner (4;4%), family (18;16%), office colleagues/college/school friends (77;68%), community (11;10%), and while being a tour leader group (1;1%). Most respondents visited Saung Angklung Udjo with office colleagues, college friends, or school friends. This shows that Saung Angklung Udjo is the right destination for group trips, both for recreation and education, especially for students and college students, who make up the majority of visitors. Respondent characteristics based on average expenditure were calculated with expenditure < 500,000 (65;57%), 500,000-1,000,000 (30;26%), 1,000,000-1,900,000 (9;8%), 2,000,000-3,000,000 (8;7%), > 3,000,000 (2;2%). This is possible because the ticket price range for Saung Angklung Udjo is fairly affordable based on direct observation sources with the manager for IDR 60,000 (domestic students), IDR 85,000 (domestic adults), and IDR 120,000 (foreign tourists), the ticket for one performance and already with getting angklung souvenirs. Apart from the price, the target market is also dominated by the majority of jobs

as students who usually rely more on pocket money that is not so large, making another supporting source of the results of the average expenditure of these respondents.

Analysis of Tourist Satisfaction Based on Scoring

The satisfaction analysis results will be measured using the scoring technique based on the tourist attraction variables and sub-variable aspects of activities, amenities, and accessibility. Calculations on each respondent's response, calculated based on the number of respondents who filled in as many as 114 people, determine the weight of the study using the calculation of the interval distance that can be calculated through the highest and lowest values (Sugiyono, 2019). With the results of the calculation, there will be a table of acceptance criteria illustrated as follows:

Table 2. Calculation of Interval Distance

No	Interval Distance	Description	Total
1	Maximum index value	highest score x number of items x number of respondents (5x1x114)	570
2	Minimum index value	lowest score × number of items x number of respondents (1x1x114)	114
3	Variable level	maximum index value - minimum index value (570-114)	456
4	Variable distance	variable level : number of interval classes (456:5)	91,2

Source: Research data, 2024

From the calculation results through the highest and lowest values, the following is a table of acceptance criteria which is described through the table as follows:

Table 3. Acceptance Criteria

No	Scale	Satisfaction Level
1	114 – 205,2	Very Dissatisfied
2	205,3 – 296,4	Not Satisfied
3	296,5 – 387,6	Moderately Satisfied
4	387,7 – 478,8	Satisfied
5	478,9 – 570	Very Satisfied

Source: Research data, 2024

Then, the following are the results of the recapitulation of the scoring calculation, which can be classified according to the acceptance criteria table that has been made to show the level of satisfaction of each sub-variable. The following is a recapitulation of the scoring results on the activity, amenity, and accessibility sub-variables, as well as the variables of the tourist attraction obtained from respondents' responses:

Table 4. Recapitulation Of Scoring Results

No	Sub Variables	Total Score	Number Of Items	Average	Percentage Score	Satisfaction Level Criteria
1	Activities	3050	6	508,3	89%	Very Satisfied
2	Amenities	3328	7	475,4	83%	Satisfied
3	Accessibilities	2341	5	468,2	82%	Satisfied
	TOTAL	**8719**	**18**	**484**	**84%**	**Very Satisfied**

Source: Research data, 2024

After that, the phenomenon of satisfaction levels is based on the recapitulation of the total variable scoring, and each sub-variable is categorized on various continuum lines listed and interpreted as follows:
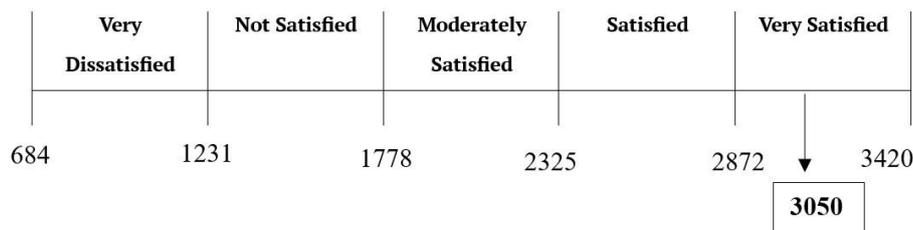

Figure 2. Continuum Line On Activity Sub-Variables

The continuum line shows that the Activity sub-variable, as a whole, is in the satisfaction level category, namely, tourists feel very satisfied with the average activity indicator on tourist attractions at Saung Angklung Udjo. A high level of tourist satisfaction with activities at Saung Angklung Udjo can be a potential development and influence the main motivation of tourists to create experiences. Other research explains that performing arts activities that combine elements of education, entertainment, and beauty can produce diverse experiences for tourists and increase the welfare of local communities involved and the development and preservation of cultural values (Diyah Setiyorini, H. P., & Bayu Mukti, 2017). (Priyanto, 2020) concluded that in maintaining cultural arts and traditions in the face of globalization, management must strive for an increase in renewal in a sustainable manner based on innovation, creativity, and creative potential. This will result in the presentation of sustainable performing arts, but it can still provide entertainment that tourists demand.
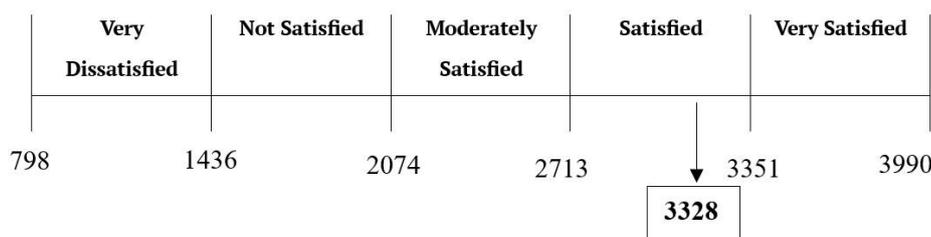
Very Dissatisfied	Not Satisfied	Moderately Satisfied	Satisfied	Very Satisfied
798	1436	2074	2713	3351	3990

3328

Figure 3. Continuum Line On Amenity Sub-Variables

The continuum line shows that the amenity sub-variable as a whole is in the category of satisfaction level, namely, tourists feeling satisfied. Overall, it is in the satisfaction level category. Namely, tourists are satisfied with the average amenity indicators on tourist attractions at Saung Angklung Udjo. This concludes that Udjo has provided amenities and services that can support tourists in the tourist attraction area. In line with other research, which states that a tourist attraction must be able to provide appropriate tourist support facilities and meet the needs of tourists while visiting, it will increase tourist satisfaction (Clarissa Natalia & Karini, 2020). In addition, amenity, a supporting facility, is an influential part of how tourists describe tourist objects, so the manager's responsibility to meet the needs of facilities that meet tourist expectations will lead to satisfaction and feelings of comfort after visiting. Tourists will feel satisfaction and a feeling of comfort after visiting attractions that have been visited (Handayani et al., 2019).
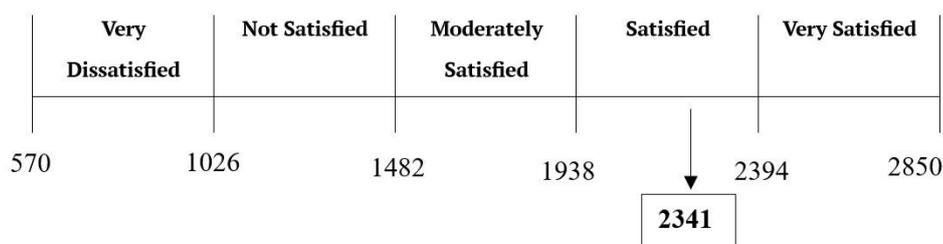
Very Dissatisfied	Not Satisfied	Moderately Satisfied	Satisfied	Very Satisfied
570	1026	1482	1938	2394	2850

2341

Figure 4. Continuum Line On Accessibility Sub-Variables

The continuum line shows that the Accessibility sub-variable, as a whole, is in the satisfaction level category. Namely, tourists are satisfied with the average accessibility indicators on tourist attractions at Saung Angklung Udjo. It can be concluded that most of the indicators have been fulfilled and are following what tourists expect from accessibility at Saung Angklung Udjo. So, in line with research that is in line that accessibility is felt to be good and has much potential to bring in and increase tourist visits because the better the ease of accessibility of tourism, it will increase tourist satisfaction at the tourist attraction as well (Clarissa Natalia & Karini, 2020). Other studies also explain that road access and the quality of tourist access that is comfortable and in good condition will encourage tourist travel activities to be smoother so that tourists will feel satisfied and enjoy their tour (Handayani et al., 2019).
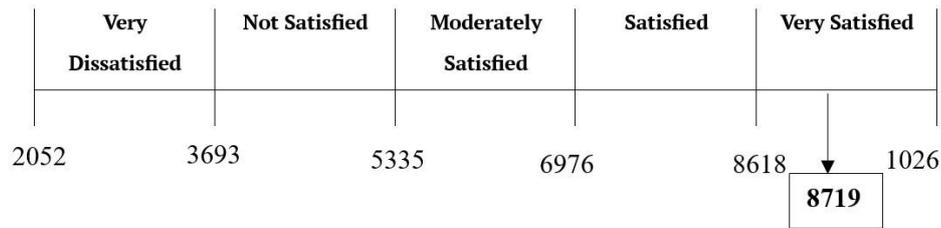
Very Dissatisfied	Not Satisfied	Moderately Satisfied	Satisfied	Very Satisfied

2052   3693   5335   6976   8618   1026

8719

Figure 5. Continuum Line On Tourist Attraction Variables

This aligns with research stating that tourist satisfaction is a benchmark for the suitability between what is felt and what tourists expect from their travel experience. It describes the feeling of what a tourist attraction has to offer. (Saragih, 2018). This shows that tourist attractions in performance activities, supporting facilities and services, and access to reach and convenience at Saung Angklung Udjo are quite adequate and provide a satisfying feeling for tourists based on experience. Even so, to pay more attention to amenities and accessibility simultaneously with activities so that Saung Angklung Udjo can optimize overall visitor satisfaction.

Satisfaction Analysis Based On The Opinion of Visiting Experience

Tourist satisfaction is based on what tourists feel during and after traveling (Pratama, 2021). In increasing tourist satisfaction at Saung Angklung Udjo, it is necessary to consider tourists' perceptions of the tourist attraction. This can further explore innovations that have been implemented and aspects that have the potential to be developed or need attention in tourism management. In increasing tourist satisfaction at Saung Angklung Udjo, it is necessary to consider tourists' perceptions of the tourist attraction. This can further explore innovations that have been implemented and aspects that have the potential to be developed or need attention in tourism management.

1. Activities: Innovate performances by inviting musicians and artists of various genres, increase the variety of humor and types of West Javanese (Sundanese) art in the performance program, innovate by involving local communities in performances and handicraft exhibitions, add educational museum products on angklung culture and history, increase the renewal of performances and songs performed, and increase the variety of themes and update the concept of the show regularly following the development of trends every year.

2. Amenity: increase the provision of trash bins that separate organic and inorganic waste, provide an appeal board not to litter, provide informative tourist information media, provide a nursery room, increase the number of seats, increase the effectiveness of ticket services, improve the feasibility and cleanliness of worship facilities and toilets, increase toilet access, expand the variety of souvenirs, provide disability support facilities, and innovate souvenir purchasing promotion strategies.

3. Accessibility: providing access to information on recommendations or partners for nearby lodging, increasing the alertness of security officers in welcoming guests, increasing security in the parking area, reviewing appeals related to illegal parking and the relationship between base motorcycle taxis and online motorcycle taxis, increasing the size of the parking area, providing a shade roof in the parking area, and improving directions to Saung Angklung Udjo.

CONCLUSION

Providing access to information on recommendations or partners for nearby lodging, increasing the alertness of security officers in welcoming guests, increasing security in the parking area, reviewing appeals related to illegal parking and the relationship between base motorcycle taxis and online motorcycle taxis, increasing the size of the parking area, providing a shade roof in the parking area, and improving directions to Saung Angklung Udjo.In conclusion, based on the results of research and discussion of "Analysis of Tourist Satisfaction on Tourism Attractions at Saung Angklung Udjo," it can be concluded that tourist satisfaction based on the 3A aspects (Activities, Amenities, and Accessibility) shows a "very satisfied" category for the Activity aspect with a total score of 3050 percentage 89%, a "satisfied" category for the Amenity aspect with a total score of 3328 percentage 83%, and a "satisfied" category for the Accessibility aspect with a total score of 2341 percentage 82%. Moreover, based on discussions and perceptions of visiting tourists, Saung Angklung Udjo maintains the quality of tourist attractions and increases visitor satisfaction experiences to be able to continue to follow the latest trends and preferences in innovating and increasing the variety of songs as well

as arrangements, types of art displayed or themes and concepts of performance activities. Improve the quality of amenity provision mainly for cleanliness such as increasing the number of trash bins, as well as paying attention to the cleanliness of toilet facilities and places of worship. as well as improving accessibility facilities for security and access to information such as by increasing security in the parking area and in the area of the tourist attraction itself, as well as to increase the amount of information provision directions to Saung Angklung Udjo. Suggestions for further research, namely, because the research that has been prepared uses a quantitative approach to better understand the point of view of tourists. So, further research can use a more in-depth qualitative approach to understand the perceptions, obstacles, and challenges of Saung Angklung Udjo managers in maintaining performances and increasing tourist satisfaction. In addition, it can further explore the qualitative approach to innovation and development strategies that managers have carried out, as well as development potentials that can be further analyzed to enrich the future Saung Angklung Udjo tourism experience.

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