

# Level Of Visitor Perception In Tourism Area Of Mount Penanjakan 1

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## **Abstract:**

**Background:** Perception is an attitude of individuals to be able to understand and assess the surrounding environment. Visitors' perception of the existence of the object reflects the opinions, desires, expectations, and responses of visitors to the existing attraction. This study was conducted to identify and to analyze the level of visitor satisfaction perception in carrying out tourist activities in the Mount Penanjakan 1 area in one day. This is done to create an ideal condition that is expected for visitors to enjoy and to carry out activities in the tourist area.

**Materials and Methods:** Mount Penanjakan 1 Resort Penanjakan Wonokitri Village, Pasuruan Regency is the main location for this research which takes place in June-August 2022. The data collected in this study include comfort, natural beauty, facility conditions, and cleanliness of the Mount Penanjakan 1 area through questionnaires and interviews. The data is obtained from the assessment and measurement of service quality called SERQUAL (service quality). The respondents selected were those who had visited Mount Penanjakan 1 tourist area with a total of 350 respondents.

**Results:** Based on data from five dimensions of satisfaction aspects which include Tangible, Empathy, Responsiveness, Reliability, and Assurance, each aspect consisting of 7 indicators is an indication of being Quite Satisfied in carrying out tourism activities in the Mount Penanjakan 1 area.

**Conclusion:** The highest satisfaction in doing tourism activities in the Mount Penanjakan 1 area of the five activity categories, is seeing Sunrise with a percentage (27.51%) then with the lowest level of activity is culinary activities with a percentage (4.24%).

**Key Word:** Perception, Mount Penanjakan 1, Tourist Activities.

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Date of Submission: 01-06-2023

Date of Acceptance: 10-06-2023

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## I. Introduction

Perception is the attitude of individuals to be able to understand and assess the surrounding environment Sarwono (1992) in Pauwah (2013), each individual can interpret an object differently depending on the personal point of view of each individual. This can have implications for varying one's perception of the same object, Kurniawan (2013). So that the perception of one individual can be used by tour service providers to see the desires, responses, and assessments of users to an object to be planned, and by looking at the perception of visitors can provide input and become a form of participation in the planning process. Visitors' perception of the existence of the object reflects the opinions, desires, expectations, and responses of visitors to the attraction (Keliobas et al.2019).

This study was conducted to identify and to analyze the level of visitor satisfaction in carrying out tourist activities in tourist area of the Mount Penanjakan 1 in one day. This is done to create an ideal condition that is expected for visitors to enjoy and carry out activities in the tourist area. The tourist area of Mount Penanjakan 1 was chosen as a research location because the area is a favorite location for visitors to enjoy the natural beauty and panorama of the sunrise from the height of the peak of Mount Penanjakan 1, which is 2,770 mdpl.

The definition of perception that will be used in this study is the process by which a person selects, organizes, and interprets information received from the outside world to understand and give meaning to the environment visited in one day. Visitor perception is the way visitors perceive or assess their experience when visiting natural tourist destinations. This perception can be influenced by various factors such as environmental quality, cleanliness, safety, facilities, availability of information, as well as interaction with residents. The perception of natural tourism

visitors can also influence the visitor's intention to return to the destination in the future and recommend it to others. Therefore, efforts to improve visitor perceptions are important to increase the attractiveness of natural tourist destinations and to promote tourism more broadly.

## II. Material and Methods

Tourist area of Mount Penanjakan 1 is one of the tourist destinations contained in Bromo Tengger Semeru National Park with an altitude of 2,770 meters above sea level. Mount Penanjakan is one of the tourist destinations that has been entered (KWGB) with the main advantage of the destination which is seeing Sunrise with a landscape of natural scenery at the bottom such as a panorama of the sea of sand with the landscape of Mount Bromo and its surroundings against the background of Mount Semeru with its thick cloud of smoke.

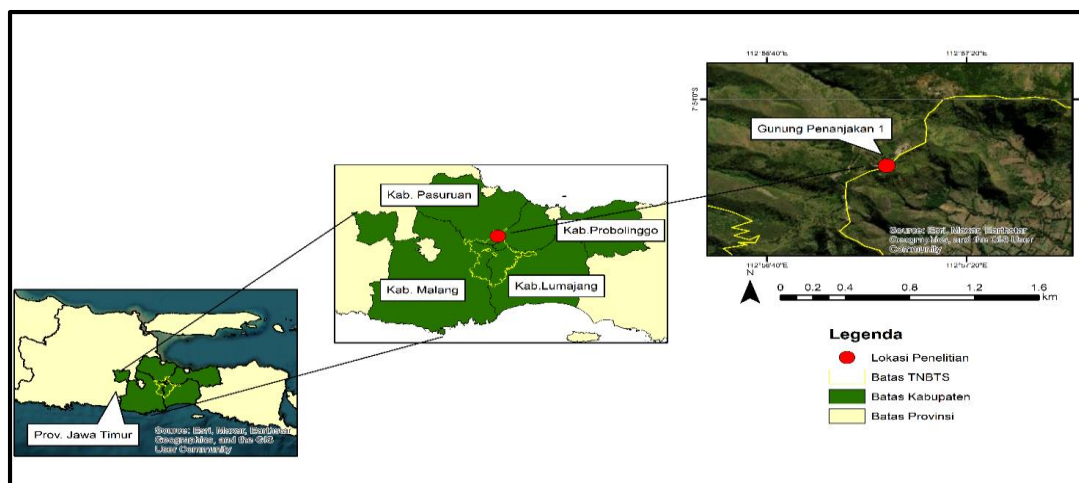


Figure 1. Map of Research Location

Mount Bromo Tourism Area (KWGB) is a favorite destination area for visitors with its natural beauty and sunrise panorama. The average number of visitors who pass through the entrance of Pasuruan Regency in the Mount Penanjakan 1 tourist area is 648 people every day. This research was conducted in the tourist area of Mount Penanjakan 1, Wonokitri Village, Pasuruan Regency in June-August 2022.

### Procedure methodology

The assessment method was carried out using the Likert Scale (1932) which was developed with points 1-7 response points more adapted to the character of Indonesian people who rarely choose extreme values, namely: (1. Strongly disagree, 2. Disagree, 3. Somewhat disagree, 4. Neutral, 5. Somewhat agree, 6. Agreed, 7. Strongly agree) in Avenzora (2008). The approach used is the phenomenology of Altinay and Paraskevas (2008), which means researchers describe phenomena that occur in the field based on the experience and cognitive understanding of researchers. The method used is Purposive Sampling directly to the resource persons, namely Penanjakan Resort area officers and Mount Penanjakan tour visitors.

The data collected in this study include comfort, natural beauty, facility conditions, and cleanliness of the Mount Penanjakan 1 area. The data is obtained from the assessment and measurement of service quality called SERQUAL (service quality). According to Lestari 2018, SERQUAL is a multi-item scale that can be used to measure customer perception of service quality which includes five dimensions, namely:

- a. Tangible includes physical facilities, equipment, employees, and means of communication.
- b. Empathy includes ease of relationship, good communication, personal attention, and understanding of customer needs.
- c. Responsiveness, that is employees help customers to provide good service.
- d. Reliability is the ability to provide promised services immediately, accurately, reliably, and satisfactorily.
- e. Assurance is providing services that include knowledge, ability, courtesy, and trustworthy traits possessed by employees.

The provisions for respondents were selected based on visitors who had done tourist activities in the Mount Penanjakan 1 area with a total of 350 respondents. Interviews were conducted with the management of the Penanjakan tourist area, namely the Head of Penanjakan Resort and 2 field officers. This is done to be able to

obtain accurate information answers related to the conditions faced by visitors in the Mount Penanjakan 1 tourist area.

**Statistical analysis**

Data on the level of visitor satisfaction will be analyzed using the Likert Scale measurement in Sugiyono (2018: 152), with the help of a draft questionnaire on visitor perception data in carrying out tourist activities from questionnaires that have been distributed by researchers in tourist area of the Mount Penanjakan 1. The method used is descriptive data analysis in Irianto (2004), the stages of descriptive analysis are (1) determining the number of scores from each dimension from tabulated data which is the result of the distribution of questionnaires. (2) score range using Likert Scale. (3) determining the highest score and lowest score of all alternative answers. According to Avenzora (2008: 250) that in quantitative assessment, one of the easy and commonly used value structures is the scoring system.

**III. Result**

**Visitor Perception in Tourism Area of Mount Penanjakan 1**

An increase in tourist visits can be achieved if tourists feel satisfied after visiting a tourist destination. According to (Kotler & Keller, 2016) Satisfaction is an expression of happiness or disappointment that arises when comparing something likened to a product (result) against expectations in this case tourists. The level of satisfaction is indicated by the level of conformity between the expectations and reality of the facilities and the quality of service experienced by respondents (Tse & Wilton, 1988) (Lupiyoadi, 2011). The indicators in supporting visitor satisfaction are also explained, including the suitability of services with the expected, the suitability of services with the rates paid, and visitor satisfaction with the services offered (Hidayatullah, Khourouh, et al., 2020) (Tjiptono & Chandra, 2011) (Kotler, 2012). The following is the level of perception of visitors in carrying out tourist activities in the Mount Penanjakan 1 area on the *service quality* method.

**Tangible Perception**

Physical evidence is a dimension that is pleased with the attractiveness of the physical facilities, equipment, and materials used by the company, as well as the appearance of employees. The appearance and ability of the company's physical facilities and infrastructure and the condition of the surrounding environment are clear evidence of the services provided by service providers. A good physical form will affect consumer perception. The better the physical facilities provided for consumers, the greater the expectations of consumers in the service provider company.

**Table 1.** Tangible Satisfaction in Mount Penanjakan Area 1

No.	Tangible	LIKERT SCALE					
		1		2		3	
		(Fr)	(%)	(Fr)	(%)	(Fr)	(%)
1.	The condition of the physical facilities of the Mount Penanjakan 1 tourist area is very good	66	18,85	215	61,42	69	19,71
2.	Available spots are supported with equipment to see Sunrise at mount Penanjakan 1	109	31,14	184	52,57	57	16,28
3.	The role of the manager/employee is very good and satisfying in providing tourism services	27	7,7	240	68,57	83	23,71
4.	Communication/Internet network facilities can be used well in the area of Mount Penanjakan 1	44	12,57	153	43,71	153	43,71
5.	The road to the location of the top of Mount Penanjakan 1 is easily accessible	18	5,1	149	42,57	183	52,28
6.	The physical carrying capacity of the area greatly supports visitors in Mount Penanjakan 1	26	7,4	254	72,57	70	20
7.	The cleanliness of the Mount Penanjakan 1 is well maintained	129	36,85	163	46,57	58	16,57

**Info:** Disagree (DA): scored 1, Simply Agree (SA): scored 2, Agree (A): scored 3

**Empathy Perception**

Empathy is providing a sincere and individual or personal attitude given to visitors in the hope of seeking to understand their wishes of visitors. A company or manager is expected to have a sense and knowledge about visitors, understand the specific needs of visitors, and have time for comfortable and safe services for visitors. This informs that the core dimension of empathy is to show visitors that the services provided to visitors are special and their needs can be understood.

**Table 2.** Empathy Satisfaction in Mount Penanjakan Area 1

No.	Empathy	LIKERT SCALE					
		1		2		3	
		(Fr)	(%)	(Fr)	(%)	(Fr)	(%)
1.	The process of Check in and Check Out at the tourist area Mount Penanjakan 1 is easy to do	10	2,8	142	40,57	198	56,57
2.	The manager provides advice on alternative information on Sunrise tourist spots when crowded with visitors	34	9,7	252	72	64	18,28
3.	The manager is dexterous and swift to help visitors who have difficulty carrying out tourist activities when crowded with visitors	48	13,71	241	68,85	61	17,42
4.	Visitors are facilitated in carrying out all tourist activities in the Mount Penanjakan 1 area	40	11,42	241	68,85	69	19,71
5.	The manager is friendly and polite in providing information related to Mount Penanjakan 1 tourism	10	2,8	243	69,42	97	27,71
6.	The manager always accommodates all the needs of visitors in traveling	43	12,28	246	70,28	61	17,42
7.	Area managers are easy for visitors to contact	50	14,28	242	69,14	58	16,57

**Info:** Disagree (DA): scored 1, Simply Agree (SA): scored 2, Agree (A): scored 3

**Perception of Responsiveness**

The responsiveness dimension is the most dynamic dimension. The amount of consumer expectations will almost certainly change along with how fast the responsiveness of service providers. Responsiveness relates to the willingness and ability of employees or managers to assist consumers and respond to their every request, as well as inform when the service will be provided and then provide services appropriately and quickly. This level of willingness or concern will be seen to what extent the management is trying to help its consumers. The form can be done by conveying clear information and actions that can be felt by visitors. For example, in the tourist attraction service business, visitors do not have to wait for long service and speed in handling every complaint submitted by visitors while enjoying tourism.

**Table 3.** Responsiveness Satisfaction in Mount Penanjakan Area 1

No.	Responsiveness	LIKERT SCALE					
		1		2		3	
		(Fr)	(%)	(Fr)	(%)	(Fr)	(%)
1.	The manager is always present at the Sunrise tourist spot to ensure visitors are comfortable traveling	124	35,42	172	49,14	54	15,42
2.	The manager guarantees Sunrise tour preparation from the best time to see it for every visitor to Mount Penanjakan 1	60	17,14	224	64	66	18,85
3.	The manager maintains the order of visitors in tourist activities at Mount Penanjakan 1	43	12,28	247	70,57	60	17,14
4.	The manager always provides briefings to visitors in carrying out Sunrise tourism activities at Mount Penanjakan 1	31	8,8	210	60	109	31,14
5.	The manager guarantees that every visitor can enjoy Sunrise Tours safely and easily	43	12,28	249	71,14	58	16,57
6.	The management provides complaint services when traveling in Mount Penanjakan 1	41	11,71	249	71,14	60	17,14
7.	The manager provides Tour guide in the Mount Penanjakan 1 area for visitors who need it	20	5,7	155	44,28	175	50

**Info:** Disagree (DA): scored 1, Simply Agree (SA): scored 2, Agree (A): scored 3

**Perception Reliability**

Reliability is the ability of managers to provide services following what is promised accurately and reliably. Performance must match visitor expectations which means punctuality, equal service to all visitors without errors, a sympathetic attitude, and with high accuracy. The fulfillment of promises in service will reflect

the credibility of the manager on the dimension of reliability which is often perceived to be the most important for visitors from various service industries, because if consumers feel that the reliability of a service company is in line with expectations, then they will be willing to be able to return to the tourist area. When associated with the tourism object service business field, employees who work always provide services following the company's operational standards.

**Table 4.** Reliability Satisfaction in Mount Penanjakan Area 1

No.	Reliability	LIKERT SCALE					
		1		2		3	
		(Fr)	(%)	(Fr)	(%)	(Fr)	(%)
1.	Sunrise tourism presented in the area of Mount Penanjakan 1 is very beautiful and enchanting	2	0,5	27	7,7	321	91,71
2.	The manager is very active in providing visitor services in carrying out tourist activities in Mount Penanjakan 1	16	4,5	246	70,28	88	25,14
3.	All objects of Penanjakan 1 tourist destinations are very reliable and satisfy visitors	6	1,7	27	7,7	317	90,57
4.	Sunrise tourism activities can be done other than at the top of Mount Penanjakan 1 area	5	1,4	19	5,4	326	93,14
5.	Every tourist activity in Penanjakan 1 is very satisfying to do	3	0,8	30	8,5	317	90,57
6.	Visitors who are present in the mount Penanjakan 1 area can always enjoy Sunrise tours	20	5,7	80	22,85	250	71,42
7.	Sunrise tourism of Mount Penanjakan 1 is a favorite destination object of visitors	4	1,1	17	4,8	329	94

**Info:** Disagree (DA): scored 1, Simply Agree (SA): scored 2, Agree (A): scored 3

**Perception of Assurance**

Assurance or certainty is an act of providing guarantees to consumers or tourist visitors that include the ability, courtesy, and trustworthy nature possessed by the staff, free from danger or risk of doubt, the behavioral attitude of the managers is expected to foster a sense of trust expected by visitors so that comfort and safety in carrying out tourist activities can be maintained properly.

**Table 5.** Assurance Satisfaction in Mount Penanjakan Area 1

No.	Assurance	LIKERT SCALE					
		1		2		3	
		(Fr)	(%)	(Fr)	(%)	(Fr)	(%)
1.	The manager has qualified knowledge of the mount Penanjakan 1 tourist area	11	3,1	249	71,14	90	25,71
2.	The manager is always polite to every visitor in the Mount Penanjakan 1 tourist area	9	2,5	253	72,28	88	25,14
3.	The manager always guarantees the security, comfort, and safety of visitors traveling in mount Penanjakan 1	23	6,5	242	69,14	85	24,28
4.	The unique location of Sunrise mount Penanjakan 1 tourism can attract visitors to come back for a tour	5	1,4	88	25,14	257	73,42
5.	The manager uses a briefing method that is easy to understand for visitors to Mount Penanjakan 1	19	5,4	245	70	86	24,57
6.	Visitors get a good impression while traveling in the area of Mount Penanjakan 1	11	3,1	241	68,85	98	28
7.	All facilities and services provided by the manager of the Mount Penanjakan 1 area have good quality	99	28,28	192	54,85	59	16,85

**Info:** Disagree (DA): scored 1, Simply Agree (SA): scored 2, Agree (A): scored 3

**IV. Discussion**

**Tangible Satisfaction**

Based on the data that has been displayed in the table above, it shows that with the number of respondents 350, most visitors gave answers related to tangible satisfaction in tourist area of the Mount Penanjakan 1 on the Likert scale 2 on Indicators 1, 2, and 3 with indications of Quite Agree (Table 1). Then indicators 4 and 5 on the Likert scale 3 an indications of Agree (Table 1). Indicators 6 and 7 are on the Likert scale 2 with an indication of

Quite Agree (Table 1). for the category agrees on indicators 4 and 5 because the road indicator to the peak location of Mount Penanjakan 1, it is easy to access by visitors, this is because almost all main road access to the top of the Mount Penanjakan 1 area has been paved and for indicators of communication network facilities in each tourist area, it is very good, this is evidenced by visitors very easily accessing the internet network in the tourist area. For the indicator category, it is quite agreeable because there are still many aspects that need to be improved again related to tangible satisfaction in the Mount Penanjakan tourist area, for example for the cleanliness indicator of the Mount Penanjakan tourist area is still not well maintained, this shows that visitors still see a lot of garbage handed over in the tourist area so that it interferes with some visitor activities.

### **Empathy Satisfaction**

Based on the data that has been displayed in the table above, it shows that with a total of 350 respondents, most visitors answered responses related to empathy satisfaction in the Mount Penanjakan tourist area on the Likert scale 3 on indicator 1 with an indication of Agree (Table 2). Then indicators 2,3,4,5,6 and 7 are on the Likert scale 2 with an indication of Quite Agree (Table 2). As for the agreed category on indicator 1, namely the Check in and Check Out process in the Mount Penanjakan tourist area, it is quite easy to do because all stages can be accessed online, this shows that the entry and exit mechanism in tourist area of the Mount Penanjakan 1 is very easy to understand by every visitor who comes, starting from the ticket purchase process until visitors can enter the area and enjoy the tourism there. For the category of indicators that are in quite agreeable indications such as area managers are easy to contact by tourist visitors, it shows that visitors are rather difficult when they need managers in tourist areas to assist in regulating or directing each tourist visitor not to take actions that harm other visitors, for example, related to capacity in one tourist location.

### **Responsiveness Satisfaction**

Based on the data that has been displayed in the table above, it shows that with 350 respondents, most visitors gave answers related to responsiveness satisfaction in tourist area of the Mount Penanjakan 1 on the Likert scale 2 on indicators 1, 2, 3, 4, 5 and 6 with indications of Quite Agree (Table 3). Then for indicator 7, it is on the Likert scale 3 with an indication of Agree (Table 3), this shows that the satisfaction of responsiveness for the indicator of the manager providing tour guide in the tourist area of Mount Penanjakan 1 for visitors in need is well available. Although this information for visitors is still not available directly when visitors book tickets online. As for the indicators, it is quite agreeable, for example, the management indicator is always present at Sunrise tourist spots to ensure visitors are comfortable traveling, this shows that visitors have never met the manager in the field directly who is in charge of regulating and directing tourists during tourist activities in the Mount Penanjakan 1 tourist area.

### **Reliability Satisfaction**

Based on the data that has been displayed in the table above, it shows that with 350 respondents, most visitors answered responses related to satisfaction reliability in tourist area of the Mount Penanjakan 1 on a Likert scale of 3 for indicators 1, 3, 4, 5, 6 and 7 with an indication of Agree (Table 4) on each of these indicators. As for Indicator 2, it is on the Likert 2 scale with an indication of Quite Agree (Table 4) in the existing statement, this shows that this aspect of the indicator is still not well felt by visitors in carrying out their tourist activities. In contrast to other aspects of reliability satisfaction, for example, the Sunrise tourism indicator presented in tourist area of the Mount Penanjakan 1 is very beautiful and fascinating, this shows that the tourist attraction that can be seen by visitors, namely the Sunrise panorama in the Mount Penanjakan tourist area is a very amazing tourist attraction that makes visitors very enthusiastic about these tourist activities so that the tourist area of Mount Penanjakan 1 will always be crowded by the presence of visitors who come from various regions.

### **Assurance Satisfaction**

Based on the data that has been displayed in the table above, it shows that with the number of respondents 350, most visitors gave answers related to assurance satisfaction in the Mount Penanjakan 1 tourist area on the Likert scale 2 on indicators 1, 2, 3, 5, 6 and 7 with indications of Quite Agree (Table 5). As for indicator 4, it is on the Likert scale 3 with an indication of Agree (Table 5) on assurance satisfaction in the aspect of the unique location of Mount Penanjakan 1 Sunrise tourism being able to attract visitors to come back for tourism, seen from the data that has been obtained Sunrise panorama from the top of Mount Penanjakan 1 is a choice of tourist activities that are very favorite to be done by every visitor who comes to tour the Mount Penanjakan 1 tourist area at height 2. 770 mpdl with a very wide landscape of the Bromo Sand Sea. For the Likert scale category, the indication is quite agreeable, for example, in the aspect that all facilities and services provided by the manager of the Mount Penanjakan 1 tourist area, that has good quality, but the value is obtained based on visitors who have been present in tourist area of Mount Penanjakan 1 to carry out various tourist activities, but they still lack the

facilities that have to support tourist activities, especially the availability of parking lots that are still very lacking and fewer trash cans available in some tourist areas at the top of Mount Penanjakan 1.

**Satisfaction of Tourism Activities in Mount Penanjakan 1**

Visitor satisfaction is a response to visitor behavior in the form of an evaluation of a facility or service that is felt or received directly and compared with visitor expectations. Zulian (2013: 5) explained that visitor satisfaction is the result (outcome) felt for the use of products and services, equal to or exceeding the desired expectations.

Visitor satisfaction is closely related to quality, which means quality has a direct impact on the performance of facilities and also on visitor satisfaction in interrelated tourist activities. Visitor satisfaction depends on the perceived performance of the facility in delivering value relative to visitor expectations. If the facilities are much lower than visitors' expectations, then consumers will feel dissatisfied. When the achievement is in line with expectations, visitors to the facility will feel satisfied. If the achievement exceeds expectations, visitors will feel very satisfied. Visitors who are satisfied with a tourist destination will come back again and the visitor will tell others about the great experience gained before.

**Table 6.** Characteristics of Visitor Activity

No.	Category	Percentage (%)
1.	<b>Gender:</b>	
	Male	51,14
	Woman	48,85
2.	<b>Time duration of tourist activity:</b>	
	a) 03.00 - 05.00 AM	24,57
	b) 05.00 - 07.00 AM	27,72
	c) 07.00 - 09.00 AM	25,22
	d) 09.00 - 11.00 AM	22,38
3.	<b>Tourist Activity:</b>	
	a) Taking Photos	27,34
	b) Streets	23,10
	c) Making a video/Documentary	17,63
	d) See Sunrise	27,51
	e) Culinary	4,24
4.	<b>Frequency of tourist visits:</b>	
	a) First	9,14
	b) 2 visits	42,85
	c) 3 visits	32,57
	d) 4 visits	10,57
	e) Other	4,85

Based on the characteristic data of respondents in the Mount Penanjakan 1 tourist area, it shows that the number of tourists based on male sex is more than female tourists, namely (179 men; 171 women) (Table 6). This shows that the tourist area of Mount Penanjakan 1 is more popular with men because the access or path to get to the top of Mount Penanjakan 1 is quite steep and uphill along the path so it is recommended to use a Jeep or Mountain motorcycle taxi. The data related to tourist activities, 27.72% (Table 6) usually carry out tourist activities most often from 05.00 – 07.00 am in tourist sites to be able to enjoy natural scenery from the peak of Mount Penanjakan 1. As for the type of tourist activities commonly carried out by tourists, the data shows that 27.51% are to see the phenomenon of *Sunrise* or sunrise from the peak area of Mount Penanjakan 1 and take photo documentation of as much as 27.34% (Table 6). This shows that the peak area of Mount Penanjakan 1 has a unique nature not only in the sunrise panorama but provides very beautiful natural scenery.

Then for the data on the frequency of visits obtained as many as 42.85% (Table 6), tourists have visited the tourist area of Mount Penanjakan 1 twice. This is because the Mount Penanjakan 1 tourist area is one of the favorite destinations that is often attended by many people in spending their long holiday time to go to the Mount Penanjakan 1 to see the Sunrise phenomenon from the top of Mount Penanjakan 1 with all the landscapes that are in the area of Mount Bromo and the sea of sand. The tourist destinations offered are also quite a lot such as the sea of Bromo sand, whispering sand, Savanna, and Teletubbies Hill. As it is known that the area that becomes a tourist attraction is an area included in the Bromo Tengger Semeru National Park area, therefore its potential and attractiveness encourage tourists to attend and enjoy and visit the tourist area (Gamal Suwanto, 2004: 19). In addition to tourist attraction, the safety and comfort of tourist attractions are factors that encourage tourists to visit again.

## V. Conclusion

Tourist area of Mount Penanjakan 1 is one of the favorite destinations for visitors in the Bromo Tengger Semeru National Park area which has many unique tourist destinations that are interesting to be visited by tourists. Based on data from five dimensions of satisfaction aspects which include Tangible, Empathy, Responsiveness, Reliability, and Assurance, each aspect consisting of 7 indicators is in the category of Quite Satisfied in carrying out tourist activities in the Mount Penanjakan 1 area. Reliability is an aspect of satisfaction that has indicators in the satisfied indication for each statement compared to other aspects of satisfaction.

The highest satisfaction in doing tourism activities in the Mount Penanjakan 1 area from five activity categories was seeing Sunrise with a percentage (27.51%), and then the lowest level of activity was culinary activities with a percentage (4.24%). The majority of visitors who attend to carry out tourist activities in the Mount Penanjakan 1 area spend a maximum of 2 hours to carry out various types of tourist activities with the frequency of visitor attendance in the area at most 2 visits with a percentage (42.85%). This shows that visitors feel satisfied in every visit made so it is not enough just once to make a tourist visit to the Mount Penanjakan 1 area.

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