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The 13th Malaysia-Indonesia International Conference on Economics, Management and Accounting (MIICEMA) 2012

“ASIA EMERGING ECONOMY TOWARD GLOBAL ECONOMIC INTEGRATION”

Organized by

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Palembang, October 18-20, 2012

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Greetings from Dean of Faculty of Economics, Sriwijaya University

Dear participants of the Miicema 13th - 2012 Conference,

On behalf of the Faculty of Economics, Sriwijaya University, we would like to welcome you to Palembang, Indonesia for the Miicema 13th Conference, 18th-20th October 2012.

We are excited organize our thirteenth Miicema conference in Palembang at Sriwijaya University. Sriwijaya University is States University in South Sumatera, has 10 faculties and 2 campuses. One is located at Bukit Besar in Palembang and another campus is located on 712 ha area of Indralaya, Ogan Ilir. This conference is really support us to be a "world class university".

The conference bring together scolars and practitioners who interested to present their papers in area of economics, management and accounting. Participants found an excellent opportunity for presenting new research, exchanging information and discussing current issues. We believe that this conferences will improve further the development of knowledge in our fields. This opportunity could be used as a way to broadening their international networks.

We regret that we were unable to accept more paper than we have. In this conference, 163 papers were presented. In addition, based on the contribution of the paper to the field, the Miicema Committee has selected three papers for the best paper award.

Finally, I would like to thank our sponsors for their generous financial support and valuable collaboration. I would also thank all of the presenters, participant, board members, and keynote spreakers.

I hope you enjoy the conference and wish a pleasant and memorable stay in Palembang.

Best Regards,
Dean of Economic Faculty,
Sriwijaya University

Prof. Syamsurijal AK, Ph.D

MESSAGE FROM CONFERENCE CHAIR

Welcome to The 13th Malaysia-Indonesia International Conference on Economics, Management and Accounting (MIICEMA) 2012

The Malaysia-Indonesia International Conference on Economics, Management and Accounting (MIICEMA) aims to stimulate interest in economics, management and accounting research and to encourage discussion on those related issues with special reference to ASEAN countries. The conference has been held for 13 times in this year. As time goes on, the number of MIICEMA members increase and it also tries to broaden the scope of collaboration to include academic matters amongst others.

The 13th MIICEMA 2012 is hosted by Faculty of Economics, Sriwijaya University in collaboration with UKM, IPB, UNPAD, UNSYIAH, UNIB, UMS, UNJ, UNILA, UPI (YAI) AND STIE (YAI). of MIICEMA and. The association aims to play supportive role in promoting Palembang as an international city.

MIICEMA has been successfully organizing annual conferences in collaboration with those higher learning institutions mentioned. The support from academicians, researchers and business practitioners is clearly evident from the increasing number of papers received by organizers this year. This year a total of more than 220 abstract and 163 full papers were received and most of them will be presented.

I would like to thank and congratulate the Rector of Sriwijaya University, Dean of Faculty of Economics for their support, Ministry of Finance of Republic of Indonesia for their support financially, South Sumatera Government, Palembang City Municipal and other sponsors i.e PT. BUKIT ASAM, PT. SEMEN BATURAJA, PT. PUSRI, BANK MANDIRI, BANK SUMSELBABEL, BANK BNI, MITRA ADIGUNA, AJB BUMIPUTERA, for their finance support. Last but not least I would like to thank to paper writers, participants and organizing committee for your support.

Isnurhadi, Ph.D
Conference Chair
October, 2012

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THE DIMENSION OF BENGKULU CITY'S DEVELOPMENT USING TOURISM SATISFACTION APPROACH

Abstract

Muhartini Salim, SE., MM And Sularsih Anggarawati, SE., MBA *)

Having various tourism attractions, Bengkulu city needs to develop them. The development should be followed by quality improvement of supporting facilities such as cleanness, comfort hospitality, and security in the tourism area. The maximum combinations of these improvements will increase the tourists' satisfaction.

The objectives of this research are (1) to determine the factors of tourists' satisfaction toward accessibilities, accommodations, facilities, and additional services; (2) to figure out how high the influence of the factors on tourist satisfaction; (3) to determine correlation between willingness to give recommendation and tourists' satisfaction; (4) to find out the needs, desire, and preferences of visiting the Bengkulu tourism attractions. Using accidental sampling method, samples are taken from 115 domestic tourists; consist of 31 respondents who visited Bung Karno's relegation house, 52 respondents who visited Fort Malborough, and 32 respondents who visited Panjang beach. Descriptive analysis, factor analysis, correlation product moment, and SWOT analysis are applied to the data.

The research results show that (1) the determining factors of the tourist satisfactions are physical evidence, facilities, additional services, and accommodations; (2) The willingness to give recommendation has strong correlation to tourists attractions; (3) the tourists complain has insignificantly negative correlation to tourists' satisfaction; (4) the tourism attractions cannot attract the tourists because they are not professionally packaged, with poor quality of supporting facilities such as accommodations and services.

Keyword: Accessibilities, Accommodations, Facilities, Services, Satisfaction

CHAPTER 1: INTRODUCTION

Tourism sector is one of potential resources of local government income. Serious consideration on this sector is needed in order to achieve professional tourism development which supported by marketing strategies. Director of General of Culture, Art and Film of Tourism Ministry stated that tourism sector immune to the recession and renewable resources, however the benefit could be used directly.

Bengkulu City, located at West coastal of Sumatra Island, has potential natural resources which can be tourism city. This city has beautiful beach along the city, known as the second longest beach in the world, historical building such as Thomas Paar Monument, Malborough Fort, Bung Karno resident, Fatmawati resident, China Town, Sentot Ali Basa cemetery, and unique cultures that attract tourist to visit.

Coastal area in Bengkulu City is started from Zakat beach, Tapak Paderi beach, Panjang beach included Jenggalu river, Muara and Pulau Baai Harbour. Now, ring to connect those areas is in progress of development. (<http://uripsantoso.wordpress.com/2008/05/01/bengkulu-menuju-kotapariwisata,5/5/2011>).

However, even this city has attractive tourism object, the visit of domestic tourists is decreased. In 2008 the number of domestic tourists who visited Bengkulu Province is 214.452 tourists, while in 2009 it decreased to 211.002 tourists (Bengkulu Dalam Angka, 2010).

Secretary of Direktorat Jenderal of Tourism destination and culture, Winarno stated that the tourists will come on vacation if there is guarantee of comforts and safety during their visit. In fact, tourism attractions and destinations are not optimally explored yet, therefore there is no guarantee that the tourism objects are provide comfort and safety that they expected. The main road along the tourism destinations is in very poor condition. Based on the statement of City Major of Bengkulu city, in 2011 the government of Bengkulu City is aggressively to promote the tourism object to the numbers of embassy through their correspondent office of Bengkulu City government in Jakarta. These efforts will not have any impact on tourist visits to Bengkulu if they do not get any satisfaction on the quality of tourism objects.

Not only the development of tourism objects is needed, but also the quality of tourism object such as the availability and maintain of the facilities, the cleanness, the comforts and safety for the tourists. If these factors are fulfilled, the tourists will be satisfied. In order to explore the satisfaction of tourists who visit the tourism object in Bengkulu, it needs the information about the tourist satisfaction on quality of tourism objects. Therefore, the researcher is interested to conduct research and analyze deeply the dimension of Bengkulu City Tourism Development Using Tourism satisfaction Approach.

CHAPTER 2: LITERATURE REVIEWS

2.1. The Definition of Tourism

According to Act of Tourism of Indonesia Republic no. 9 year 2000, is stated that tourism is the things that related to the objects and attraction included the efforts on this sector.

2.2 The Definition of Tourism products

Tourism product is one of supply objects on tourism marketing consists of three main elements:

- a. Tourism destination and attraction included the expectation of tourists.
- b. Facilities available in the tourism destinations, including the accommodation, culinary, parking and transportation.
- c. The easiness to reach the tourism destination.

2.3. The Definition of Tourists

According to the act of tourism no. 9 year 2000, tourist is defined as person who doing activities of tourism. Based on the definition, everyone who going on journey of tourism is called tourist whatever the purpose of the journey as long as not for longer stay and not for earn money in the place where he or she visit.

2.4. Theory of Tourist Satisfaction

Many researchers stated the theory of tourist satisfaction such as Kotler, 1997. Kotler stated that satisfaction is a person who feeling of pleasure or disappointment resulting from comparing a product performance in relation to his or her expectation. Kotler stated that satisfied customers have characteristics as follow:

- a. Become more loyal.
- b. Buy more products if the company introduce new product and re-design the exiting product to meet customer needs.
- c. Give their comments which benefits for the company and the products.
- d. Put less attention to other competitor brands and advertisement and being not sensitive to the prices.

The measurement of the satisfaction can be evaluated through the specific service attributes (Mai and Ness, 2006). The satisfaction can be measured by theory of expectation compared to the real purpose (Oliver, 1980; Franchen and Van Roaji, 1981; Chon, 1989; Bigne et al, 2001). It can be concluded from many theories that these have the same meanings that customer satisfactions is a experiences feeling of customers on using a product which the need meets the expectation.

The theory of tourism satisfaction is adopted from the theories of customer satisfactions. The tourism sector cannot grow if the tourism satisfaction is being abandoned. Based on Voase (1995) "the concept of tourism destination has strong relationship to the feeling which is known through the tourism consumption, therefore the attraction and special events are part of physical elements that attract the tourists.

Sometime the gap occurs between what the tourist expect and what the organization delivered to them (Zeithml, Parasuraman & Berry, 1990). The barriers of tourism industry become more compete (Grant,1997). It means that the tourism industry grows and responses to this situation.

2.5. Tourism Satisfaction Approach

Tourism satisfaction approach is the approach applied to measure the tourist satisfaction on quality of a tourism area. "The services quality that experienced had different construction with tourist satisfaction" (Oliver, 1997; Taylor and Baker, 1994) and the causal effect between them (Taylor, 1994; Spreng and Markov, 1996). There is no standard model that defined the objective of attributes use in perception on services quality of tourist satisfactions. Other scholars choose different attributes (Kozak, 2001; Troung and Foster 2006; Fallon and Schofiel, 2006).

This research applies the quality of attributes that proposed by Cooper et al (1993) which is known as:

1. Accessibility: shows the access to the physical of the infrastructures such as road transportation available to the destination.
2. Attraction: shows the scenery and artificial scenery such as beach, historical building and museum.
3. Accommodation: shows the available room to stay such as hotels.
4. Facilities; shows the physical infrastructures that support all of destination.
5. Additional services: shows the supporting services such as information about the tourism destination.

CHAPTER 3 THE PURPOSE AND BENEFITS OF THE RESEARCH

3.1. Research Purpose

The research purpose are:

1. To find the determinant factors of tourist satisfaction on elements of accessibility attraction, accommodation, facilities, and additional services of Bengkulu tourism.
2. To determine the needs, desires, and preferences from visit of tourist about the potential of tourism available in Bengkulu City.
3. To propose the strategic policies for development of tourism in order to increase the numbers of tourist visit to Bengkulu City.

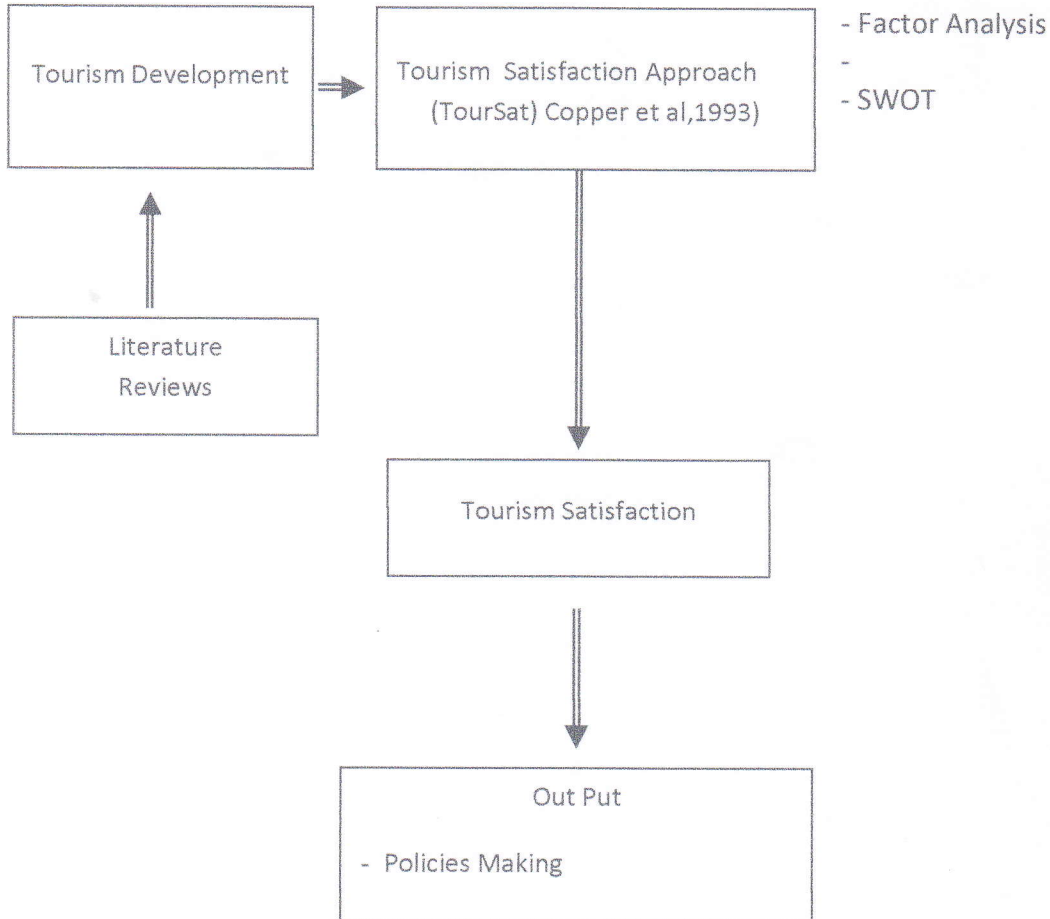
3.2. The Research Benefit

The research contributions can be determined from two dimensions as follows:

1. From the dimension of academic: this research is expected to develop the model of tourism including the measurement of the elements that determine the tourist satisfaction and loyalty.
2. From the dimension of government policies, this research result are considered as the basic for the decision and policies makers of the development on tourism industry of Bengkulu city

CHAPTER 4: RESEARCH METHOD

4.1. Research Flowchart



4.2. Research Design

The research design of this research is applied the qualitative and quantitative methods. The research develop the instrument based on many relevant former research result, such as the research result of Patricia Oom Do Vale (2006) and Vesna Zabbar et al (2008) in the tourism satisfaction (TOURSAT) is applied as research model with the attributes of services quality that proposed by Cooper et al (1993).

4.3. Operational Definition

Variables in this research consist of the attributes of tourism objects quality referred to the customer satisfaction approach that propose by Cooper et al (1993) which is known as "Five As" and also the research result of Patricia Oom Do Vale (2006) and Vesna Zabbar et al (2008) they are accessibility, attraction, accommodation, facilities, and additional services.

4.4. Measurement

The measurement on this research is using the ordinal measurement with the likert scale. The scale is start from scale 1 (one) to scale 5 (five) for the quality attributes and customer satisfaction, while the satisfaction performance scale is start from scale 1 to...

4.5. Sampling Method

The target population in this research is domestic tourist who visit the tourism object in Bengkulu City such as Panjang Beach, Malborough fort, and Resident of the founder and the first president of Indonesia Republic Soekarno. The considerations to choose these three objects because of every tourist who visit Bengkulu City always visit these three objects.

The samples are taken using accidental sampling technique from 115 respondents. 31 respondents are taken from the tourism who visit resident of Bung Karno, 52 respondents are taken from the tourist who visit Malborough Fort, other 32 respondent are who visit the Panjang Beach.

4.6. Validity Test and Reliability Test

Validity test and reliability test are conducted to the research instrument. The tests purposes are to test whether the instrument can work properly and give valid results that mach to the research purposes.

Tabel.4.1 Validity and Reliability Test Result

No	Indicators	r Count	Sig	Remark
1	Road condition	-0.015	0.000	in Valid
2	Good quality of road	-0.053	0.000	in Valid
3	Attractive tourism objects	0.628	0.000	Valid
4	Clean tourism object	0.559	0.000	Valid
5	Comfort tourism object	0.629	0.000	Valid
6	Beggar-free tourism object	0.443	0.000	Valid
7	Good manage tourism object	0.733	0.000	Valid
8	Easy to find accommodation	0.539	0.000	Valid
9	Comfortable accommodation	0.474	0.000	Valid
10	Restaurants	0.141	0.000	in Valid
11	Handicraft	0.210	0.000	Valid
12	Available of toilet sersedianya Toilet	0.340	0.000	Valid
13	Clean toilets	0.487	0.000	Valid
14	Available of Praying rooms	0.309	0.000	Valid
15	Transportations	0.580	0.000	Valid
16	Roads and bridges	0.408	0.000	Valid

Sources : Research result, 2011

Based on Table 4.1. 3 indicators found invalid. The value of Cronbach is 0,523 which is means the instrument is reliable.

4.7. Analysis Method

4.7.1. Statistic Descriptive Analysis

The purpose of this analysis is to describe the characteristics of the respondents in order to get the pictures of perception including the indicators of research in form of tabulation and detail description of distribution tables of frequencies and percentages.

4.7.2. Qualitative Statistic analysis

Multivariate statistic of factors analysis will be tested to the data in order to analyze the qualitative data.

4.7.3. SWOT Analysis

This method is used to find out strategies policies for development of tourism

CHAPTER 5: RESULT AND DISCUSSION

From total of 115 respondents consist of 54, 78% for male respondents and 45,22% of female respondents. This portion shows that respondents who willing to filled and return the questionnaire id dominated by female tourists. The range of age of the respondents is around 20-30 years old. It indicated that the respondents are mature enough to understand and answer the question in the questionnaires properly. Based on the education background of the respondents, majority of them have diploma and undergraduate level of education. This situation shows that the respondents are matured in order to give their perception objectively and proportionally. Furthermore, 79% of respondents are civil servants, employee, and entrepreneurs.

5.1. Factor Analysis

Analysis factor is applied to reduce the factors of tourists satisfaction who visit the tourism objects of Bung Karno resident, Malborough fort, and Panjang beach. Firstly, factors of tourist satisfactions (accessibility, attraction, accommodation, facilities, and additional service) is tested by validity test that you can see on the table 4.1. which 3 factors from 16 factors are invalid. It means only 13 factors can be analyze further.

Table 5.2. Value of KMO Test & Bartlett's test of Sphericity

Kaiser-Meyer Olkin Measure of sampling adequacy	0.800
Bartlett's Test Of Approx Chi Square	1022.088
Sphericity df	136
Sig	0.000

source : Research result, 2011

The test result indicate that analysis applied is match and can be used for further analysis because the value of test results is big enough and the level of significances' is 0 (zero). MSA test (measures of sampling adequacy) shows the relationship among variables. Good MSA value indicates the variable that has MSA value >0,50 (Hair et al, 1995). Based on data that analysis using SPSS 17,0, it shows anti image matrixes that determine the MSA value. That give result of MSA value more than 0,50. Therefore, the analysis can be continued to the next stage to form the factors and factor rotations. The MSA value available on Table 5.2

Table: 5.3. Summary of Value of Anti, Image Matrixes, MSA Value (Measures of Sampling Adequacy).

No	Item	MSA Value	Remark
1	Item 1	0,891	Reliable
2	Item 2	0,861	Reliable
3	Item 3	0,872	Reliable
4	Item 4	0,728	Reliable
5	Item 5	0,813	Reliable
6	Item 6	0,764	Reliable
7	Item 7	0,764	Reliable
8	Item 8	0,645	Reliable
9	Item 9	0,643	Reliable
10	Item 10	0,803	Reliable
11	Item 11	0,765	Reliable
12	Item 12	0,900	Reliable
13	Item 13	0,744	Reliable

* MSA values can be seen from the anti image matrixes correlation diagonally from the left side down to the right side .

source : research result, 2011.

Next test is factors analysis to form the new factors. Forming the new factors based on the coefficient value of eigenvalue and cumulative percent of variance. The factors that has value coefficient eigenvalue of $>1,0$ and cumulative percent of variance $>60\%$ can be used for further factor analysis. Higher the eigenvalue indicates that factor forming will be success because the variables formed will contribute to determine from other (Hair, 1995). Value of coefficient eigenvalue $>1,0$. Moreover, cumulative variance explained by the model is good because it reach 69, 176% ($>60\%$). The result of forming factors can be explained by table 5.3 as follows:

Tabel 5.3. Formed Factor Results

Faktor	Total Eigen Value	% Of Variance	Cumulative %
1	4.854	37,337	37,337
2	1.634	12,566	41,903
3	1.330	10,231	60,134
4	1.175	9.042	69,176

source : Research result, 2011

The next analysis is to find out what variable that can be part of the factors. It needs to conduct steps as follow: extraction using principal component analysis method and rotation using procedure of varimax in order to produce component matrix and rotated component matrix. Component matrix and rotated component matrix uses as solution to determine that kind of variables in the factor. Rotated component matrix uses to determine what factors might be correlated to other factors. In the rotated component matrix, there is number what shows coefficient correlation value among variables and new formed factors, called loading

factor. The value of loading factor uses in this research is >0.50 that suitable with the minimum value proposed by Hair et al (1995). The test results of final rotation and forming the new factors completely can be seen on the following table.

Tabel 5.5. Final Rotation Results And Forming New Factors

Research Instrument	Factor (F1)	Factor (F2)	Factor (F3)	Factor (F4)
Attractive tourism objects	0.752			
Clean Tourism objects	0.666			
Comfort tourism objects	0.732			
Beggar-free tourism objects	0.636			
Good manage tourism objects	0.820			
Easy to find accommodation				0.613
Comfortable accommodation				0.608
Handicrafts		0.627		
Availability of toilets			0.608	
Clean toilets	0.586			
Availability of praying rooms		0.657		
Transportations	0.706			
Roads and bridges			0.602	

Source : Research result, 2011

The final stage of factor analysis is interpreted factors found. Interpretation of factors is needed to put the label of formed factors. Labeling of formed factors can be conducted by considering the relationship among variables and factors.

Factor 1: Physical Evidence Factor (Tangible)

Physical evidence factor is the first factor. This factor has eigenvalue value of 4,854 and percentage of variance of 37,337%. This factor is called reliable factor of tourism objects because there are 7 (seven) dominant variables. Based on those seven variables, tourist satisfied in the tourism object is interesting, clean, comfort, beggar-free, and good transportation to the destination.

Factor 2: Facility Factor

This factor has eigenvalue value of 1.634 and percentage of variance of 12,566% which loading factor value 0.627 and 0,657. This factor is called facilities because tourists who visit the certain tourism object need facilities such as handicrafts centers and praying room.

Factor 3: Additional Service Factor

This third factor is indicated by the availability of toilet, road, and bridge in good condition. This factor has eigenvalue value of 1.332. It can be concluded that tourists visit where the tourism objects have a lot of clean-toilets and good condition of road and bridges.

Factor 4.: Accommodation Factor

The fourth factor is called accommodation factor. This factor is indicated two variables of numbers of accommodation and the comfort of the accommodation. The variable of numbers of accommodation in order easy to find them has loading factor value of 0,613 and the other variable has loading factor value of 0,608. For the tourists who need to stay overnight, they are looking for comfort accommodation.

5.2. SWOT Analysis

a. Strength

Bengkulu city has variety of unique, and interesting, and specific tourism objects that cannot find in other place. It is very potential to develop such as historical objects and scenery objects.

b. Weakness

The weaknesses of tourism in Bengkulu City are: poor planning of development of tourism sector, less fund available for the development of tourism sector. Poor maintenance of tourism object and facilities. And poor condition of infrastructures.

c. Opportunities

The opportunities are not well recognized optimally in order to get the chance to grow. The opportunities are: pumping the interesting of tourist to visit and conduct word of mouth marketing of the tourism, attending various agenda of national and international tourism meeting along with the travel agents in Bengkulu.

d. Threats

The number of tourist visits is decreased to tourism objects if the facilities and infrastructure are not maintain immediately, while other competitors in other places are more interesting.

5.3. Discussion

The research result on determinant factors of tourist satisfaction, briefly discuss in the table of 5.6

Table 5.6. Factors That Influence The Tourism Satisfaction

NO	Factors That Influence The Tourism Satisfaction
1	Physical evidence factor
2	Facilities Factor
3	Additional service factor
4	Accommodation factor

Source: Research result, 2011

Table 5.6 shows the factors of tourist satisfaction. Tourism is supply side consist of main service supporting by the goods and supporting services. Bitner and Zethmal (2003) stated that the customer satisfactions are evaluation of customers. From those four factors there are 13 satisfaction indicators: interesting, clean, comfort, and beggar-free tourism objects, the availability of transportation and handicraft center. This research supports the research of Rinaldi Bursan (2006) about the tourist satisfaction of unique physical location, unique cultures, hospitality of the people, the professionalism of tourist guide, fee of tourist guide, main road facilities, comfort of the road, safety of the road, public facilities such as airport, port, and bus station.

5.4. Strategic Implication

The research explains the tourist satisfaction on tourism objects of Bung Karno resident, Panjang Beach, and Fort Malborough. The tourist satisfied if the quality of tourism objects is over the expectation of tourists. The result of the research provide us information based

on respondents' answers about physical evidence, facilities, additional service, and accommodation factors.

The tourism objects of Bung Karno Resident, Panjang Beach, and Fort Malborough have a great attractiveness to become tourism destination. However, these tourism objects cannot compete with other destinations nationally and internationally. It occurs because the object's attractiveness is not professionally package, minimum facilities, poor quality of service and less number of accommodations. The weaknesses of Bengkulu tourism objects are poor planning of tourism sectors. The development of tourism sectors should apply the participatory management by involving all of stakeholders, including community, businesses, financial institutions, local government, central government, and the senators. According to Rencana Strategis Pembangunan Kebudayaan dan Kepariwisata Nasional (National Strategic Development Planning on Cultures and Tourism) 2005-2009, the policies in development of national tourism will be directed to:

- a. Enhancement of competitiveness of tourism destination, products and business of national tourism
- b. Widen the market segment of tourism trough integrated marketing for domestic and foreign
- c. Best quality of services and tourism information
- d. Develop incentive system for business and investment on tourism sector
- e. Develop supporting infrastructures for tourism
- f. Development of human resources by standardization, accreditation, and certificate of compensation.
- g. Synergy of multi stakeholders in design of tourism programs

Bung Karno Resident, Fort Malborough, and Panjang Beach become tourism objects that the places are very dirty. According to local newspaper Rakyat Bengkulu (28 June 2011); the garbage on Zakat Beach is look like mountain. This location should be clean and smell nice because the tourists want the tourism objects that they visit giving the comfortable objects. Garbage also found around the Bung Karno resident. (Rakyat Bengkulu, 15 July 2011). Inside the fort Malborogh you also can smell of pee of humans.

The objects can be well developed if everyone is aware of cleanness and put the garbage in the bin properly. The community and all citizens of Bengkulu city should have awareness to develop the tourism sector. Local people must have the ability of taking benefit from tourism development. By increasing of tourism objects and number of visits to Bengkulu City, the job opportunities increase and automatically the income of the local community also increase. Together with the citizen, the government and its civil servants have the responsibility to keep the city clean. Involving the community to work as cleaning services will be good strategy to keep the tourism objects clean.

Based on Wuryastuti (2007), from management point of view, basically tourism management right now is fragmented into hundred of autonomy, at the end creating inconsistent service with decreasing quality and poor quality of comfortable and safety for foreign and domestic tourist of Indonesia itself. This day, local government more focuses on tourism as sources of local government income and retribution income than how to manage the tourism destinations professionally in order to meet the needs of tourists and have global competitiveness. Tourist travel many places looking for pleasure not for suffer. Some

respondents suggest that around the location of tourism objects specially Panjang beach is facilitated by clean and need restaurant of coffee shop. As you can see today, along the Panjang beach, you can find the poor quality of restaurants and illegal night club or pub (Rakyat Bengkulu, 5 September 2011). The toilets on the tourism object is less maintains and there is no praying room (for moslem). According to secretary of Direktorat Jenderal of tourism destination and culture, Drs. Winarno (Rakyat Bengkulu, 8 June 2011) stated that tourists attract to visit if there is guarantee of comfortable and safety during they stay in the city. Bengkulu province has potential tourism objects but they are not well explored. The main problem is the road are in poor condition.

From the discussion, it shows that tourism objects in Bengkulu city do not give any satisfaction yet for tourists who visit Bengkulu. If this does not take into account seriously, in the future, the development of tourism sector in Bengkulu City will be slow down. This problem should be take on discussion for all stakeholder (government, senator, citizens and business people). Moreover tourism development of Bengkulu City should learn for other provinces and countries which already have well develop and tourism sector. For example, country of Casuarinain the area of Barbados Island, Caribia has been awarded by many award. One of them is suitable tourism award 2003 from tourism institution. The success Casuarinain is evaluated based on program of sustainability tourism by local community empowerment approach. In this program, many part from business people and individuals actively participated in supporting skill or fund for the same purpose. All stakeholders try to push the participation of local community in doing business. Analyze and determine what they need and what is the first priority to the reach the purpose. Local community awareness to the environment is always enhance. While increasing the standard of living and develop actual databases about sustainability tourism development in that areas. (<http://www.sinarharapan.co.id/feature/wisata/409/2010>).

CHAPTER 6 CONCLUSION AND SUGESSTION

6.1. Conclusion

Based on data analysis and discussion, it can conclude as follows:

- a. Reduction of factors on tourism satisfaction from their visit to tourism objects such as Bung Karno residents, Fort Malborough, and Panjang beach, there are four factors as results: physical evidence, facilities, additional services, and accommodation.
- b. Tourism objects such as Bung Karno Resident, Fort Malborough, and Panjang Beach cannot compete yet to other competitor, because is does not package professionally, minimum facilities, less service, and minimum accommodation.

6.2. Suggestion

Based on research results that explained, some suggestions are given as follows:

- a. Need to increase the quality of services and information about Bengkulu tourism.
- b. Need to develop the supporting infrastructures of tourism.
- c. Development of tourism in Bengkulu City need to well-planned and become the commitment of all stakeholders.

DAFTAR PUSTAKA

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