

The Role of Tourists' Emotional Experiences in Recommending Tourist Attractions: A Case Study of Tourist Satisfaction on Onrust Island

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ABSTRACT

Onrust Island, which is located in the Thousand Islands, is one of the islands that has a high historical value and is declared a protected historic site. Besides museums, on this island there are ruins of a fort, a windmill, cannon, some hajj quarantine building, and graves of VOC legacy. Even though the government has now opened this island as a historical tourist destination, to date, not many people are interested in visiting the island. This research is aimed at answering the questions of what causes Onrust Island to be less recommended by tourists to visit and what solutions must be taken so that Onrust Island can become a recommended tourist destination based on tourist emotional experience. This is a qualitative research with a case study approach. Data collection used semi-structured interviews with 5 domestic travelers and 5 foreign travelers. The aim is to see if there are differences of opinions between domestic travelers and foreign travelers about Onrust Island. The results of this study indicate that the dimensions of tourism product quality consisting of attractions of objects, information, public facilities, human resources, services, cleanliness and accessibility greatly determine the satisfaction or dissatisfaction of tourists. This study also proves that tourists who visit Onrust Island still found a negative emotional experience that is related to dissatisfaction which will result in unwillingness to make recommendations to visit the island.

Keywords

Emotional Experience, satisfaction, recommendation

Introduction

The tourism sector is one of the greatest potentials of Indonesia's wealth. The enormous selling value is obtained from the variety of cultures, culinary, natural scenery, historical buildings and human resources, all of which support Indonesia to become a leading country in the tourism sector. The number of tourists from abroad who visited Indonesia in 2018 reached 1,405,552 seen from all entrances and for the next five years it is even projected that the tourism sector will become the largest contributor of foreign exchange for Indonesia¹. For a large country like Indonesia, the tourism sector has a positive impact when viewed from a macroeconomic perspective, including increasing national income and increasing job opportunities. In addition, the tourism sector can also increase the distribution of people's income and encourage increased investment in the tourism industry and other economic sectors (Yoeti, 2008:20).

Tourist destinations that are safe to visit, able to provide positive experiences, quality services and satisfying tourists can create tourist confidence in a tourist destination. Tourists who already have trust will make repeat visits and this will also have an impact on giving positive recommendations to family, business partners, and others (Hasan, 2015). Pujiastuti et al, (2017a, 2020b) even stated that the important antecedent of tourists to have a desire to visit again is identified as a "trust".

One of the tourist destinations around Jakarta is the Thousand Islands which consists of a group of small islands that are very beautiful and interesting to visit. Among the clusters of islands, there is an island which is a historical tourist attraction in the Thousand Islands, namely Onrust Island. Onrust Island is declared a protected historic island as written in the Decree of the Governor of DKI

Jakarta N. CB. 11/2/16/1972. Furthermore, according to the Decree of the Governor of DKI Jakarta Province No: 134 of 2002, the Onrust Archaeological Park was designated as a UPT within the Department of Culture and Museums of DKI Jakarta Province.

Before moving to Tanjung Priok Port, North Jakarta, Onrust Island was a VOC port, which was the headquarters of the Dutch army before occupying Jakarta. It was on this island that the Dutch army carried out loading and unloading activities for war logistics. In the era of 1911 to 1933, Onrust Island functioned as a pilgrimage hostel with the intention that the prospective pilgrims could adapt to the sea air before leaving for Saudi Arabia by ship.²

The island's ancient forts and harbor can still be seen. In Dutch "Onrust" itself means "without rest" or "busy" or in English "unrest". Meanwhile, the locals refer to this island as "Ship Island", because in the 17-18th century this island was very busy with VOC ships. The characteristics of a city are also determined by how we place historical buildings in developing a city because a city without old buildings has no meaning for its citizens because it does not store a very meaningful nostalgia (Silas, 1996).

Mahadi and Ridha (2012) have conducted research related to onrust islands and focused on strategies for utilizing historical areas. Meanwhile Razak and Suprihardjo (2013) researched the development of the area in the Thousand Islands including Onrust Island. These two studies illustrate that Onrust Island has enormous tourism potential to be developed, but unfortunately the condition of Onrust Island seems poorly maintained and there is no visible development in the tourism sector other than being only used as an area for historical research and archaeological conservation. The condition of Onrust Island which can be said does not represent a standard tourist spot, causing this island to be less attractive for tourists to visit.

Based on the data above, this research is intended to answer the question of what causes Onrust Island to be less recommended by tourists to visit and what solutions must be taken so that Onrust Island can become a recommended tourist destination based on tourist experience. The results of this study will contribute to science about tourism and also as input for parties who are concerned about the development of historical tourism.

Literature Review

Tourist Experience

Experience is an important concept used so that we can understand consumer behavior (Titz, 2008). Experience is used as a parameter for hospitality and tourism products and it is also classified as a total experience (Lewis and Chambers, 2000). The tourist experience is interpreted as a subjective mental state felt by participants and as an individual subjective evaluation of events that include affective, cognitive and behavioral aspects (Tung and Ritchie, 2011). A person's experience in doing tourism begins before he arrives at a tourist destination and will end with getting an experience that may result in plans for future visits (Pine II & Gilmore, 1999). The main key to profit in the tourism industry is the creation of high-quality hedonic experiences (Ali et al., 2013) and creating a meaningful, unique and memorable travel experience (Coudounaris & Stapit, 2017) so that it can lead to customer retention.

Traveler's Emotional Experience

The consumer's travel experience is closely related to satisfaction, which if the satisfaction is obtained will make consumers repeat the same experience with the same learning process (Sangaji & Sopiah, 2013). The experience gained by tourists when making a visit will have a positive influence in generating satisfaction (Wang et al., 2015). Lee et al (2007) stated that the emotional experience experienced by tourists when visiting has an important role in determining satisfaction. A tourist will get an optimal experience only if they can actively participate in an activity that involves emotions, feeling dimensions, fantasy and pleasure which will be a positive experience that tourists will remember (Lin & Kuo, 2016). Positive tourism experiences result from impressions related to satisfaction and which have a positive influence on tourists' lives whereas negative tourism experiences result from disappointment or dissatisfaction and which have a negative influence on tourists' lives (Jung & Cho, 2015).

Satisfied travelers will make recommendations to others (Bigne et al., 2001), so it can be said that recommendation intention is an indicator of positive behavioral outcomes from a satisfying tourist experience (Lee et al., 2007). Meanwhile, tourists who are dissatisfied with their tourist experience will show negative

behavior (Prayag & Ryan, 2012). Attitudes and interest in tourist destinations are shaped by the satisfaction that tourists get when visiting, which provides a unique experience and this will become an important asset for tourism destination managers (Zhang Wu, & Buhalis, 2018).

Farida & Zakky (2017) state that the perception of quality that is remembered by tourists will influence the decision to make return visits and provide recommendations to the wider public for tourist destinations. If tourists succeed in bringing home their positive experiences, this will make them carry out personal promotions, where the availability of information related to tourist destinations becomes abundant and will be able to influence tourist interest (Aprilia et al. (2015).

Tourist Satisfaction

Satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the real or actual performance of tourism products and the expected performance (Sangadji and Sopiah, 2013). According to Zeithaml and Bitner (2013), consumers who are satisfied with the products or services purchased and used will return to using the services or products offered, this will build consumer loyalty. Meanwhile, satisfaction is the extent to which a product level is perceived in accordance with tourist expectations (Kotler, 2011).

There are 5 aspects that need to be considered related to tourist satisfaction as stated by Kotler (2011), including:

(1) Quality of Tourism Products

If the results of consumer evaluations show that the products they use are of high quality, then consumers will feel satisfied. So it can be said that if a product can make consumers satisfied, then the product can be said to be of high quality (Lupiyoadi, 2015).

(2) Quality of Tourism Services

Quality services are services provided by producers and make consumers feel satisfied or have their expectations fulfilled.

(3) Emotional Image

Feelings of pleasure, or satisfaction from the consumer's emotional state.

(4) Product Price

Similar product quality but offering a lower price will provide a higher value.

(5) Cost

Tourists will feel satisfied if they do not have to pay extra to get a product / service.

Satisfaction is a consumer's evaluative aspect of a product or service which will then determine whether the customer will buy the product or service again (Kotler & Keller, 2008). Related to the context of tourism activities, it is known that the level of tourist satisfaction is the main antecedent of intention to revisit (Baker & Crompton, 2000).

Tourism Product Quality

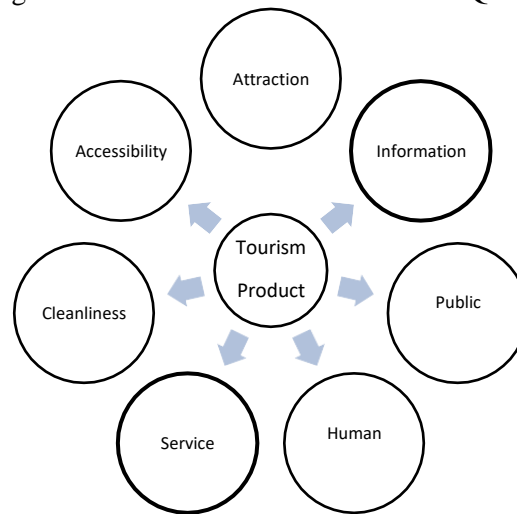
The term tourism object is much better known than tourism products. A tourist attraction can be said to be of high quality if it is able to provide satisfaction to its customers in accordance with the promises offered by producers (Sulistiyani, 2010). Poerwanto (2004) in Liangi et.al (2010), found that there are 7 dimensions of the quality of tourism products, all of which are an integral part that cannot be separated from one quality dimension and are related to the level of tourist satisfaction. The seven dimensions of the quality of tourism products are (Sulistiyani, 2010): Attractions (object attraction), Information, public facilities, Human Resources (HR), Service, Cleanliness and Accessibility as shown in Figure 2 below.

The perception of the quality of tourist destinations felt by tourists during and after visiting tourist destinations is the quality of tourism and affects tourist satisfaction. As stated by Oliver (1981) that service quality is an antecedent to customer satisfaction, regardless of whether the two constructs are measured in specific experiences or over time. An antecedent is something or event that exists or occurs before another event and has an effect on subsequent events.

Meanwhile, Kotler and Armstrong (2006:273) state that product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Garvin, quoted by Tjiptono (2003:27), notes that there are eight dimensions of product quality, namely: performance (performance), features (additional parts and products), reliability (reliability), conformance (suitability of operating characteristics of products with certain specifications). or no product defects), durability, service ability (service), aesthetics and perceived quality (impression of quality). Product quality is the ability of a

product to perform its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes (Tjiptono, 2008: 98).

Figure 2 Dimension of Tourism Product Quality



Source: Poerwanto (2004) in Liangi (2010)

Research Method

This is a qualitative research with a case study approach. Yin (2006) explains that case studies are an empirical knowledge-seeking process to investigate and examine various phenomena in real-life contexts. The next opinion came from Pollit and Hungler (1997), both of whom explained that the case study is a research method whose focus lies in determining the dynamics of further questions about why someone thinks, does something, or even develops himself. Case studies require intensive analysis. The main focus is on the reasons why a person wants to achieve a goal, not the outcome or achievement of that person's goal.

According to Yin (2006) it is not enough if the Case Study questions only ask "what", but also "how" and "why". The question "what" is intended to obtain descriptive knowledge, "how" to obtain explanatory knowledge, and "why" to obtain explorative knowledge. Yin emphasizes the use of "how" and "why" questions, because these two questions are considered very appropriate to gain in-depth knowledge of the phenomenon being studied. In addition, the form of the question will determine the strategy used to obtain data.

The reason why this research uses case studies is because this research is intended to explore data and information related to cases experienced by tourists on Onrust Island, both positive and negative experiences. The researcher used semi structured interview for this research. Semi-structured interviews lead to depth of information. Semi-structured interviews are more flexible than structured interviews in terms of its implementation (Sugiyono, 2010). For this research, the researcher interviewed 10 tourists, consisting of 5 foreign tourists (2 from the Netherlands, 2 from Korea and 1 from Canada), and 5 tourists from Indonesia. This was intended to see if there were differences between local informants and informants from abroad regarding the experiences they had during their visit to Onrust Island. Each informant was interviewed for about 45 minutes to 1 hour.

In this study, the analytical technique used is the analysis model of Miles and Huberman (1992: 16) who says that there are 3 main aspects in the analysis, namely: Data Reduction, Data Presentation, and Conclusion and Verification. Data reduction is the process of selecting, simplifying, abstracting, and transforming rough data that emerges from written records in the field. Data reduction took place continuously during the research. Regarding the presentation of data, Miles & Huberman (1992) restricts a presentation as an organized collection of information that gives the possibility of drawing conclusions and taking action. These two researchers believe that better representations are a key means of valid qualitative analysis, which includes: various types of matrices, graphs, networks and charts. Drawing conclusions according to Miles & Huberman is only part of an activity from a complete configuration. The meanings that emerge from other data must be tested for their validity, robustness, and suitability, which is their validity. The final conclusion does not only occur during the data collection process but needs to be verified so that it can really be accounted for.

Result

Data collection in the field in the form of interviews is summarized in the following table.

Table 1
Results of interviews with domestic tourists

Themes	Informants Opinions
Tourist Attractions	<ul style="list-style-type: none"> ➤ Very valuable but less attractive ➤ Looks poorly maintained so it looks less attractive (already a lot of moss and weeds) ➤ There are no activities or events made by the manager, so it seems like just visiting a museum. ➤ Lack of supporting objects around the Main Object
Information	<ul style="list-style-type: none"> ➤ Lack of information ➤ Lack of digital information regarding Onrust Island
Public Facilities	<ul style="list-style-type: none"> ➤ Condition of public facilities: <ul style="list-style-type: none"> ➤ Toilets <ul style="list-style-type: none"> - It needs to be renovated - Not hygiene - Lack of cleaning staffPark - Poorly maintained (lots of weeds) - Less attractively designed (needs a landscape expert to get an attractive and comfortable garden design) - Lack of trash cans around tourist attractions ➤ Places of worship <ul style="list-style-type: none"> - Poorly maintained building - Prayer equipment is not kept clean - The religious books provided are shabby
Human Resources	<ul style="list-style-type: none"> ➤ Lack of officers on Onrust Island ➤ Lack of competent Human Resources
Service	<ul style="list-style-type: none"> ➤ Lack of capable officers in providing services ➤ Lack of staff who speak good English
Cleanliness	<ul style="list-style-type: none"> ➤ Less hygiene ➤ In terms of numbers, the cleaning staff is very lacking
Accessibility	<ul style="list-style-type: none"> ➤ Access is quite easy and cheap
Satisfaction in Travelling	After visiting Onrust Island, tourists are not satisfied with what they have seen and experienced
Willingness to provide recommendation	Would like to recommend family, business partners, colleagues in the organization, to travel to the Thousand Islands, but not to Onrust Island

After conducting interviews with 5 domestic tourists, the researcher conducted interviews with 5 foreign tourists, namely:

- (1) Anneke van der Berg (The Netherlands)
- (2) Renee van Boogman (The Netherlands)
- (3) Yi Yun Yong (South Korea)
- (4) A Yeong (South Korea)
- (5) Vincent Gauthier (Canada)

The following are the results of interviews with the five foreign tourists as summarized in table 2 below.

Table 2
Results of interviews with foreign tourists

Themes	Informants Opinions
Tourist Attractions	<ul style="list-style-type: none"> ➤ Historical objects are very interesting, but become unattractive because they look poorly maintained ➤ The paint is worn and not renewed ➤ On the walls you can see wild plants growing ➤ There is a lot of moss on the floor, so it is quite slippery in some parts ➤ The park around the building is not designed attractively ➤ Tourist attractions look deserted because there are less visitors and no events are being held
Information	<ul style="list-style-type: none"> ➤ There is very few information about the island and cannot be a guide for tourists ➤ Officers who provide information are also very lacking, so that tourists do not get information related to the tourist objects they visit.
Public Facilities	<ul style="list-style-type: none"> ➤ Condition of public facilities: <ul style="list-style-type: none"> ➤ Toilets <ul style="list-style-type: none"> - Lack of toilets - The condition is no longer representative as a toilet of tourist objects - Not hygiene - Lack of cleaning staff ➤ Park/Garden <ul style="list-style-type: none"> - Poorly maintained (lots of weeds) - Less attractively designed (must be designed professionally in order to obtain an attractive and comfortable garden) - Lack of trash cans around the old building
Human Resources	<ul style="list-style-type: none"> ➤ Lack of competent Human Resources in Service Excellence ➤ Lack of staff who can speak English well ➤ Lack of staff who guard the old buildings and fort, thus causing many tourists to take selfies by climbing the old buildings and fort
Service	<ul style="list-style-type: none"> ➤ Lack of capable officers in providing services ➤ Lack of staff who communicate in English well
Cleanliness	<ul style="list-style-type: none"> ➤ Less hygiene ➤ In terms of numbers, the cleaning staff is very lacking
Accessibility	<ul style="list-style-type: none"> ➤ Easy access
Satisfaction in Traveling	After visiting Onrust Island, foreign tourists are not satisfied with what they have seen and experienced
Willingness to provide Recommendation	Do not want to recommend family, business partners, colleagues in the organization, to travel to Onrust Island except for research

Discussion

From the results of interviews with domestic and foreign tourists, it was obtained data that both of them thought that their travel to Onrust Island was not satisfying. Based on the emotional experience they experienced, all the tourists interviewed said that they were not satisfied with the tourism services provided on Onrust Island. In addition to its poorly maintained condition, the cleanliness of the place is also poorly maintained.

“Actually, this is a very valuable tourist attraction, especially from a historical point of view. The people of Indonesia and the world should also know about the history of this Onrust Island. But unfortunately, the government does not take care of it. The information I got from the local community, Onrust Island is more visited by researchers, historians, and students, than tourists. The average tourist who comes to this island is because the tour package includes Onrust Island, and they stay only for a short time, not even half a day, just for photos. Unfortunately, the facilities here are inadequate, the toilets are few and not clean. The area to sit and relax is also not comfortable. Frankly speaking, I am not satisfied with this visit to Onrust Island, and I would not recommend my family or friends to visit here.” (Anneke van der Berg- The Netherlands)

From these interviews, information was obtained that the quality of the products offered can provide satisfaction or dissatisfaction to tourists who enjoy them (Kotler and Armstrong, 2006:273). This tourist satisfaction will later give confidence to the tourism products they buy.

However, from the results of researcher interviews with both domestic tourists and foreign tourists, both of them argued that they were not satisfied with the tourist experience they got, so they did not want to give recommendations to family or business colleagues and college friends (Farida & Zakky, 2017). Meanwhile, from interviews with domestic tourists, data is obtained that the emotional experience of tourists will determine whether they will provide recommendations or not to their family or friends.

“This island has a high historical value. Unfortunately, it is not well maintained. Public facilities are not clean and the officers do not provide optimum service. Of the four islands I visited in the Thousand Islands, only Onrust Island gave a less positive impression. I have had many bad experiences, ranging from toilets that are not clean, staff who are not friendly. I don't feel satisfied when traveling on this island, and about recommending to others, I would recommend visiting another island.” (Irene – domestic tourist)

Tourist satisfaction is largely determined by the emotional experience felt during the trip (Lee et al, 2007). Satisfied travelers are more likely to recommend destinations to others (Bigne et al., 2001). Positive or negative emotional response to tourism products and services is an evaluation of the tourist experience which includes affective, cognitive and behavioral aspects (Tung and Ritchie, 2011).

Conclusion

The results of this study prove that the dimensions of tourism products consisting of attractions of objects, information, public facilities, human resources, services, cleanliness and accessibility greatly determine the satisfaction or dissatisfaction of tourists. Tourists will get a positive tourism experience if they manage to get an impression that is related to satisfaction and which has a positive influence on the lives of tourists. The emotional experience of the informants on Onrust Island showed that tourists did not get a positive experience, so that the satisfaction of traveling on Onrust Island was not obtained. With the negative experiences they had, and their dissatisfaction with their travels, they did not have the desire to make recommendations to their family or friends to visit these tourist destinations. Therefore, based on complaints from tourists, the government needs to rearrange Onrust Island so that both domestic and foreign tourists get positive emotional experiences and provide satisfaction after visiting Onrust Island. From the positive experience and satisfaction obtained, it is hoped that tourists will provide recommendations to others to visit Onrust Island. The limitation of this study is that this study only focuses on the emotional experiences of tourists on Onrust Island, without classifying informants based on age range. Therefore, for further research, the researcher recommends that research related to the emotional experience of tourists on Onrust Island based on age range with a different approach be conducted.

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