Evaluation Of International Tourist Satisfaction In Weh Island Indonesia Using HOLSAT Model

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Abstract: The purpose of this research is to examine international tourist satisfaction in marine tourism, especially diving and snorkeling, in Weh Island Indonesia using Holsat Model. The data for this study come from survey in the field, by using questioners and interview, not only to tourists but also to other stakeholder such hotel owner, government officials, international NGO officers and other related parties. 200 Respondents were drawn from four (4) locations most tourists concentrated in Iboih, Sumur Tiga, Kota and Gapang by using stratified random sampling. The data was tabulated and processed by using Holsat Model that was developed by Tribe and Snaith (1998) as a research instrument for measuring holiday satisfaction. The international travelers were not really satisfied when visited Weh Island. This was because most of the attributes used to measure their satisfaction were still below their expectation. Thus, this finding is important for service providers like restaurants, travel agents, hotels, and tourist information centers in Weh Island to improve all the poor indicators rated by tourists. Furthermore, the findings demonstrate the usefulness of the HOLSAT model in three aspects: First; this study identifies tourists' sense of satisfaction or dissatisfaction in terms of the various attributes of Weh Island as a holiday destination. Second; this study provides insights on how Weh Island is perceived as a holiday destination by international tourists. Third; this study provide a better approach to understanding of tourist behavior while they are visiting Weh Island, Based on the results of the comparison between expectations and experiences.
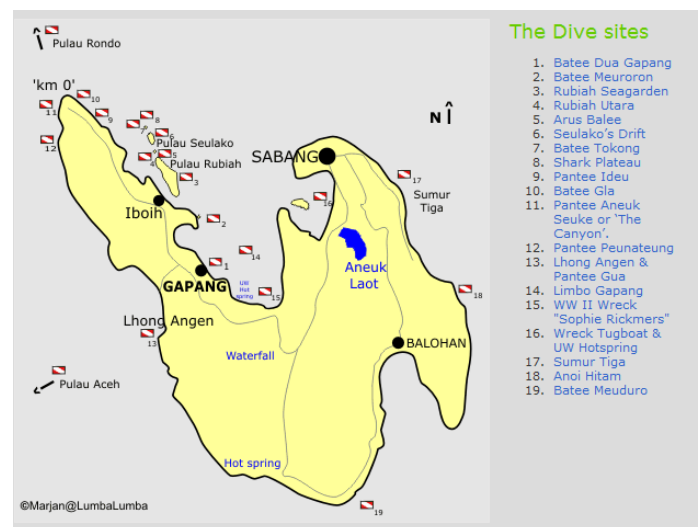
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1. Introduction

1.1 Background
Weh Island is located on the western tip of the Indonesian archipelago. In terms of location, the island is indeed somewhat less favorable for economic development if only rely on the production and trade business only. Therefore tourism is one of the most obvious choices for economic development in Weh Island because it is supported by adequate resources and has beautiful Marine Park that can spoil the divers from around the world. Weh island serves exotic landscape, with palm tree beach, hilly terrain, rain forests, and a charming village with houses that draw from the legacy of colonial times. Attractions in Weh island are most dazzling and most widely sought after by tourists. They are located under the sea, known as marine parks Rubiah Sea Garden. More than 19 (nineteen) diving spot spread all over the area that has a natural beauty, ranging from exotic coral (exotic reef), fish, and other marine life.Those places could be visited through scuba diving. One of excellent diving spots available in this area is the ruins of Sophie Rickmers vessel that sank during World War II. This spot is now known as Sophie Rickmers Wreck WM II, where there are a lot of fish with different kinds and colors, which choose this shipwreck as their "home".

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Figure 1 -4
Diving Sites in Pulau Weh

***Sources:** Lumba-lumba Diving School, Sabang.*

After post-conflict and tsunami, tourism authorities in Aceh has made many attempts and efforts to Promote Pulau Weh as a favorite destination for marine tourism. That effort comes from the Government of Aceh and Sabang City, which has been done through SKPA related to the field of tourism. Not to mention the support given by the local government and the private sector. One more support is also very helpful in developing Weh Island as a destination mainstay comes from Sabang Region Development Agency (BPKS) located in Sabang. However, all these efforts have not shown optimal results. The number of tourists who came in the period of 2009 to 2014, never exceeded 5,000 people per year, although from 2013 to 2014 an increase in foreign tourist arrivals as much as 107%, but still it was below the expected target.The main issues raised in this study were related to the problem of the lack of the number of tourists who come to the Weh Island. The inadequate number of foreign tourists coming to the Weh Island was suspected because there were many indicators of service quality still perceived by tourist were not in accordance

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with their expectations. This study tried to the attributes of 5 A's Chosen by Truong and Foster (2006) perceived by the foreign travelers.

1.2. Objectives
These paper objectives were to measure tourist satisfaction, international travelers, who have recently visited Pulau Weh.
   a. To measure the gap between expectations and experiences tourist In Pulau Weh Indonesia
   b. To determine the levels of travelers satisfaction using the holiday satisfaction model
   c. To recommend improvement strategies that should be highlighted in tourism development action plans, to offer better services for upcoming development

2. Literature Review

2.1. Tourism Diving
The World Tourism Organization (WTO) describes scuba-diving tourism as people who are traveling to a specific area with the main goal of their travel are to participate in scuba diving. The main intention is to dive and not other factors, such as quality accommodations, or attractions on the water. (WTO, 2001). Garrord & Gosling (2008), articulated diving involves individuals who travel from home, and stay at least one night, and keenly participate in one or more activities such as scuba diving, snorkel, and snuba or use underwater equipment.

2.2. Tourist Expectation
Tourist expectation becomes a critical factor to determine satisfied or unsatisfied tourists who visit the tourist destination areas. Only by determining the expectations of travelers compared with the experience during the visit, we can measure the gap. This information is important offerings to meet the dynamic needs of targeted segments. If tourism operators fail to deliver quality expected by travelers they fail to deliver superior value to the travelers and lead to poor performance. On the other hand by having delivering substantial service quality it become a source of competitive advantage (Mcquilkenet al., 2000). As quoted from Sukirman (2013), there are many studies mentioned that a consumers' past experience will influence in their future expectations (Fache´ 2000; Oliver, 1997).

2.3 Tourist Satisfaction
Tourist satisfaction is a function between expectation and experience. When expectations are higher than experience, then tourists will be upset. On the other hand, if the perceived experience exceeds expectations, tourists will feel really happy. Tourists' satisfaction is the degree to which a tourist's assessment of the features of that destination exceeds their expectations for those features (Tribe and Snaith 1998). Other scholars, Frey and Daly (1989) have also stated a definition of satisfaction. Satisfaction basically known as a post-purchase concept that is related to how much a users likes or dislikes a service or product after consuming or experiencing it. Customer satisfaction, based on theory described by Kotler and Amstrong (2004) is customer's perception associates with their pre purchase expectations with after purchase perception. He appealed that customer satisfaction is the evaluation a customer generates to a specific exchange, which reflects the relation of the tourists expectation and their perception to products and services they obtain. Expectation is

the short-term projection. Customer satisfaction is a likeness of service quality. It exists when customer satisfaction happens when the two are alike, or the latter exceeds the earlier. McAlexander et al., (2003) Lacobuci and Ostrom (1995) stated that customer satisfaction should be highly respected in business. They were recognized seven factors that influence customer satisfaction: service substance, price, convenience, corporate image, equipment, employees and procedure. Kuo (1999) in his article also defined five variables used to evaluate customer satisfaction: product, service, employment, performance of products, and nearness to expectation. Therefore, Parasurman et al., (1994) did the generalization of the satisfaction model to service quality valuations based on the qualitative evidence seeming in the service quality literature is essential regarding the connection between service quality and customer satisfaction and the usefulness of the gap model.

2.4. SERVICE Quality
Service quality has always been the important variable in dealing with services marketing including tourism sectors. Kao (1995) mentioned delivering excellent service and continuously rising service quality to boost customer satisfaction is the aim of any service business

### 2.5. HOLSAT- Measuring Holiday Satisfaction Analysis
Tribe and Snaith (1998) was obtained HOLSAT as a research instrument for measuring holiday satisfaction. The HOLSAT builds on previous work which extends from SERVQUAL instrument to develop values of service quality from the consumer point of view. The method is to explain some gap which exists between the jargons expectations, perceived importance and ranking of the performance of a service satisfaction and service quality. In other words, HOLSAT may be condensed to its holiday element (attributes of the holiday experience) and its satisfaction element which is attributes which produce satisfaction/dissatisfaction. Furthermore, one of the important features of the HOLSAT instrument is its ability to deliberate positive in addition to negative attributes when make an attempt to describe the key characteristics of a holiday destination. Therefore, according to Sukirman (2013), it is possible to define a destination with a combination of both types of attributes.Truong and Foster (2006) as quoted by Sukirman (2013), claimed that measuring tourists' satisfaction with a particular destination is not just the cumulative evaluation of service quality of an amount of specific service providers. There are many activities and experiences that are key attributes of a specific destination that are not related to specific organizations. According to Truong and Foster (2006) any measure of satisfaction must consequently include these aspects of the total holiday experience. Furthermore Tribe and Snaith (1998) indicated that HOLSAT differs from other models by quantifying satisfaction as the relationship between performance and previous expectation instead of performance alone as is the case with SERVPERF Cronin et al., (1994), or performance compared to importance as in Importance Performance Calculation (Martilla and James,1997) or performance compared to best quality (as what they think an excellent service would be provided)as is the case with SERVQUAL Parasuraman et al ., (1988).

3. Methodology

3.1 Data Collection

To select respondents who become the unit analysis and observation of this study was done by using cluster and systematic random sampling. Cluster determined by taking four (4) regions where the concentration of foreign tourists which are Iboih, Gapang, Sumur Tiga and the City. While systematic random sampling, done by taking random pattern every week end only, i.e. Saturday and Sunday. Respondents also selected by seeing whether they have done diving and snorkeling. Some tourists were found not do diving, because they had just arrived on the island of Weh. Since the largest cluster in three (3) sites that Iboih region, Gapang and Sumur Tiga, the respondent for the third area was greater than the tourists who stay in the city. Therefore Iboih, Gapang and the Sumur Tiga got respondents respectively 30%, while the remaining 10% was allocated to the respondents who stay in the city. Total respondents were 200 people. For the sample area and the distribution of its quota can be seen in the following figure:

Figure 3-1
Sample Technique
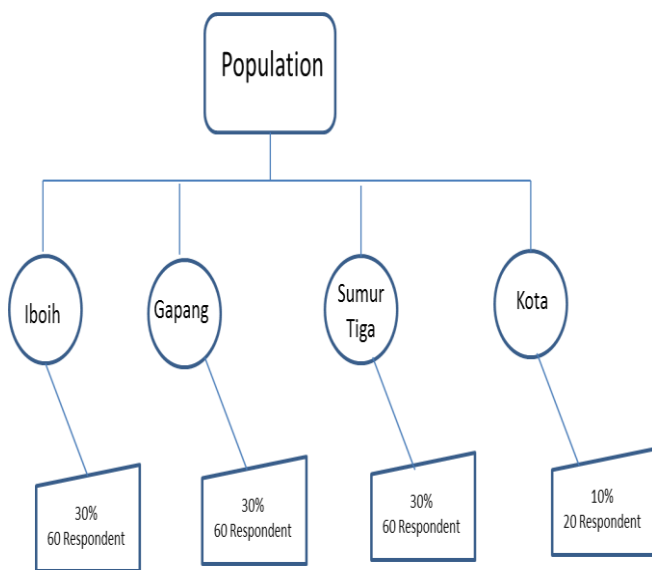
The data then is analyzed by using SPSS software. Basic analysis such as descriptive and cross tabulation examination was conducted. Then, the level of satisfaction has been justified using HOLSAT model approaches where the mean of expectation and experience were the main component for the process of explanation. The analyzed data afterward were altered into two-dimensional graph with the Expectation mean score plotted in Y axis and Experience mean score plotted in X axis. Parallel Win and Losss ections were labeled on each Matrix, with the 45 degree sloping line representing the Draw line. Both the positive and negative attributes were analyzed discretely and the way to analyze positive and negative attributes was differ from one to another.

4. Findings

This purpose of this paper is to use HOLSAT model to evaluate the satisfaction levels of international traveller to Pulau Weh by comparison between the expectations of their

destination against their real experiences. To attain this purpose, the mean of sum differences between expectation and experience was calculated for each respondent and each attribute. The mean score for each of the 59 holiday attributes was obtained by performing the statistical analysis. To develop the plots of positive and negative attributes excel spreadsheets combine with SPSS statistic software were used. Both attributes scores have been developed on separate matrices, with expectation scores in Y axis plotted in contrast to experience scores in X axis. On each matrix, Win or Losssectionswere developed with the 45 degree sloping line indicating the Draw line. Thus a visual representation of positive and negative matrix is shown in Figs. 1 and 2. The distance of an attribute point is plotted from the Draw line shows the biggerthe gain or loss of satisfaction observed for that specificattributes.

4.1. Positive Attributes

Table 1 is a summary of outcomesof positive attributes obtainedfrom analysis of questionnaires returned by internationaltravelers or tourists to Pulau Weh.

Table 1: Expectation and Experience on Positive Attributes

No	Attribute	Expec-tation	Experi-ence	Gap	No	Attribute	Expec-tation	Experi-ence	Gap
1	Diving equipments are working and easy to use	4,2	3,8	(0,4)	25	Variance of fish species	4,1	4,0	(0,1)
2	Divers are given a complete description	4,2	3,8	(0,4)	26	Colorful under water environments	4,2	3,8	(0,4)
3	Divers are given enough pre diving information	4,2	3,7	(0,4)	27	Diversity of unique diving spots to choose	4,1	3,7	(0,4)
4	Time given by guides in each diving spot is flexible and sufficient enough	4,2	3,8	(0,4)	28	Hotel has good looking furniture, soft furnishing and fittings	4,1	3,5	(0,6)
5	The diving schedules are understood clearly by divers	4,2	3,8	(0,4)	29	Hotel's facilities appear clean and shiny	4,1	4,0	(0,2)
6	Tourist guide are always willing to help	4,2	3,8	(0,4)	30	Electricity adaptor always	4,2	4,0	(0,2)
7	Taxi boat crew are always response to divers' request	4,2	3,8	(0,4)	31	Transportation is easy and convenient	4,0	4,1	0,0
8	Quick service by bartender / waitress	4,1	3,8	(0,3)	32	Lodging costs is accordance with quality	4,2	4,1	(0,1)
9	Porters responses without being asked	4,2	4,1	(0,1)	33	The beauty of nature and weather	4,1	4,1	(0,0)
10	Guest receive individual attention	4,1	4,0	(0,1)	34	The prevailing price in Sabang seem cheap	3,9	3,8	(0,1)
11	Hotel staff take guests' best interest at heart	4,1	3,8	(0,3)	35	Credit card is being accepted	3,7	3,7	(0,0)
12	Diving guides are paying attention to divers needs	4,1	3,8	(0,4)	36	The quality of Ferry from Banda Aceh to Weh Island	4,0	3,9	(0,1)
13	Hotel staff have the proper skill	4,2	3,9	(0,3)	37	I would be able to relax in the beauty nature	4,2	4,0	(0,2)
14	Resort staffs are knowledgeable	4,1	4,2	0,0	38	I love seeing under water natural reserved	4,1	3,8	(0,3)
15	Guest requirements are being taking care	3,9	3,7	(0,2)	39	I enjoy the exotic and pleasant beach	4,1	3,7	(0,4)
16	I feel safe whilst travelling in the island	4,0	3,9	(0,1)	40	Unique local art/craft as souvenirs	3,9	3,8	(0,1)
17	I feel safe guided by professional diving instructors	4,1	4,0	(0,1)	41	I would be able to go sightseeing	4,0	3,7	(0,3)
18	The availability of different oxygen tank size	3,9	4,0	0,1	42	Cleanliness and comfort of eating place	4,0	4,1	0,1
19	The availability of nitrox	4,0	4,0	(0,0)	43	Variety and quality of food served	4,1	4,0	(0,1)
20	Diving activities give greater benefits than costs	4,2	4,1	(0,1)	44	Easy of getting information about point of interest	4,0	3,9	(0,1)
21	Snorkeling activities give greater benefits than its costs	4,1	4,0	(0,1)	45	I would be able to sample local food and drink	4,1	3,7	(0,4)
22	Diving courses giving more benefit compare to price paid	4,1	3,9	(0,2)	46	I enjoy the hospitality and friendliness of hotel staff	3,7	4,0	0,3
23	The Visibility under the water is good	4,1	4,0	(0,1)	47	Overall I enjoy doing Scuba Diving	4,0	4,0	0,0
24	Diversity and condition of coral reefs	4,2	3,9	(0,3)	48	Overall I enjoy doing Snorkeling	4,1	3,8	(0,3)

Table 1 shows almost all existing positive attributes expressed the experience perceived by tourists were still below their expectation. But related to the comprehensive assessment of the experience of diving in Pulau Weh felt showed positive results, because they were above their expectation. Experiences that meet the expectation also ensued in the attribute "The beauty of nature, weather, and living resources in Sabang the make the cost less significant Becomes" This means they experienced enjoying the natural beauty of Pulau Weh nad giving high value for this attribute, thus making costs have been issued to come to Pulau Weh perceived very cheap.

Figure 1: *Matrix of Win and Lose for Positive Attributes*

Figure 1 above illustrates the matrix win and lose for positive attributes. This matrix is useful to support the analysis of traveler satisfaction coming to Pulau Weh

Figure 2.
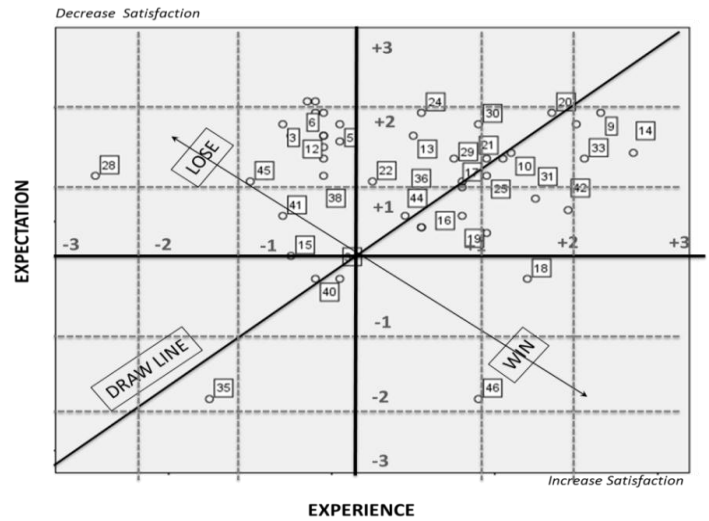*Matrix of Expectation on Performance for Positive Attribute*

Figure 2 shows that 19 positive attributes (no. 3,5,6,12,13,15, 17, 20, 21, 22, 24, 28, 29, 30, 34, 36, 38, 41, 44 and 45) plotted on the loss side that imply international traveller to Pulau Weh didn't meet their expectation with these attributes and the level of expectation was higher than the level of performance. The remaining Attributes plotted on the win side, indicate that domestic travelers to Pulau Weh are satisfied with these positive attributes of the destination and the level of experience is more than the level of expectation. Moreover attribute no 33 reflected the approximate level of experience.

4.2. Negative Attributes

Table 2 is a summary of results of negative attributes acquire from analysis of questionnaires returned by international tourists to Pulau Weh, which details the following information:

Table 2
Expectation and Experience on Negative Attributes

No	Attribute	Expectation	Experience	Mean Different
1	The quality of road and Jetty in Weh island need to be improved	4,01	3,79	(0,22)
2	The internet kiosks or WIFI spot are needed to be multiplied	3,94	3,75	(0,19)
3	The Speed of Internet connection is too slow	4,11	3,79	(0,32)
4	In some places no financial facilities (Bank, ATM, money changer)	4,07	4,13	0,07
5	The service quality of land transportation within the Island is not good	4,19	3,96	(0,23)
6	I need better room to stay but they are not available	3,94	3,71	(0,23)
7	Tap water is limited	3,94	3,95	0,01
8	I would not be able to mix and talk with Acehnese people	4,11	3,79	(0,33)
9	Language barriers is a problem to me	4,03	3,91	(0,13)
10	I would not be able to go trekking	4,09	3,72	(0,37)
11	Some places look dirty because of the absence of trash cans	4,01	3,99	(0,01)

Just like positive attributes, the negative attributes also showed negative gab on all of attributes that was assessed. Only two attributes that indicate positive gap: In some places no financial facilities (bank, ATM, money changer) and Tap water is limited. Those two indicators were indicators that had not meet the expectations of tourists and need to be improved immediately.

Figure 3
Matrix of Win and Lose for Negative Attributes

Figure 3 above illustrates the matrix win and lose to negative attributes The differences with that positive attribute matrix is the position of Win and Lose. When in the positive attributes matrix Lose and Win respectively located in quadrant I and III, then in negative attributes matrix both of them switch the places. Win in quadrants I and Lose in quadrant III. This matrix is useful to support the analysis of traveler satisfaction coming to Pulau Weh

Figure 4.
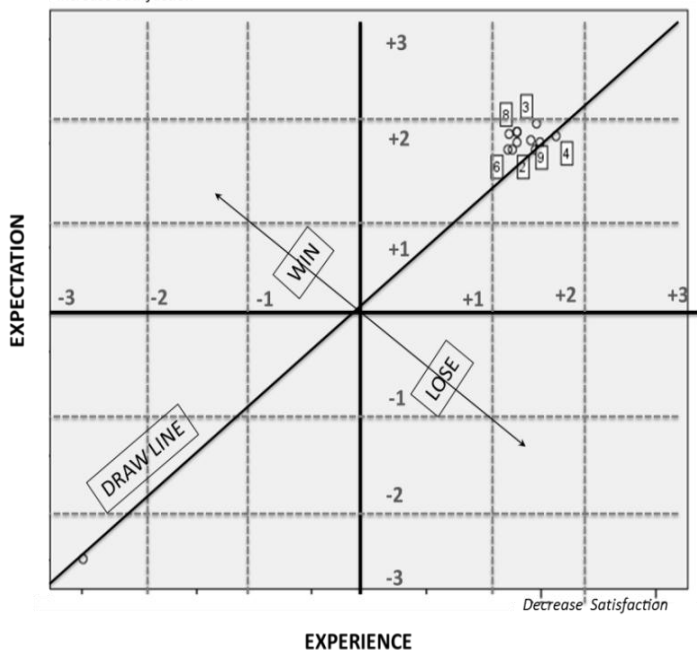*Matrix of Expectation on Performance for Negative Attribute*

Figure 4 shows that 2negatives attributes (no. 7 and 110) plotted on the loss side that implies international traveller to Pulau Weh didn't meet their expectation with these attributes and the level of expectation was higher than the level of performance. The remaining Attributes plotted on the win side, indicate that domestic travelers to Pulau Weh are satisfied with these positive attributes of the destination and the level of experience is more than the level of expectation.

5. Summary and Conclusions

The international travelers were not really satisfied when visited Weh Island. This is because most of the attributes used to measure their satisfaction were still below their expectation. Based on the finding there are 19 positive attributes rated poorly by respondents. Thus, this finding is important for service providers like restaurants, travel agents, hotels, and tourist information centers in Weh Island to improve all the poor indicators rated by tourists. Furthermore, the findings demonstrate the usefulness of the HOLSAT model in three aspects: First; this study identifies tourists' sense of satisfaction or dissatisfaction in terms of the various attributes of Weh Island as a holiday destination. Second; this study provides insights on how Weh Island is perceived as a holiday destination by international tourists. Third; this study provide a better approach to understanding of tourist behavior while they are visiting Weh Island, Based on the results of the comparison between expectations and experiences.

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