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Analysis Visitor Satisfaction Level of Outdoor Recreation in Bogor Botanical Gardens

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ABSTRACT

Bogor Botanical Gardens is a conservation area that has long been used by the wider community as a tourist attraction and has become one of the most popular tourist destinations because it presents a panoramic view of natural landscape architecture. This research was conducted to find out how Outdoor Recreation in Bogor Botanical Gardens can provide tourist satisfaction and how the influence of Outdoor Recreation on tourist satisfaction. The purpose of this study is to analyze Outdoor Recreation in the level of tourist satisfaction, and how much influence Outdoor Recreation has on tourist satisfaction. The research method used is the Importance Performance Analysis (IPA) Method with the aim to provide an illustration and illustrate the gap between the interests and satisfaction of individual attributes both of which are easy to understand and understand well through these measurements. Quantitative methods, to obtain more comprehensive data, do valid and reliable testing. The results of the merging of the performance of Bogor Botanical Gardens (performance) and the level of tourist expectations (Importance). divided into 4 quadrants as an indicator of overall tourist satisfaction through 100 respondents. The determination of the position of the 11 research attributes is determined based on the average value of both the level of importance and performance. Determination of the X (performance) of 3.62 and Y (Importance) of 3.63, obtained from the total average of all 11 average values for both the performance of the Bogor Botanical Garden (performance) and the level of tourist expectations (Importance).Through this research phase, it is expected that there will be an increase in tourist facilities by the Bogor Botanical Gardens, so that it can provide satisfaction in accordance with the expectations of tourists during the tour and create sustainable tourism in every tourist attraction in the Botanical Gardens

Kata kunci:
Rekreasi Luar Ruangan, Kepuasan Pengunjung
Kebun Raya Bogor

SARI PATI

Kebun Raya Bogor merupakan sebuah kawasan konservasi yang telah lama dimanfaatkan masyarakat luas sebagai objek wisata. dan menjadi salah satu tujuan wisata yang sangat diminati karena menyajikan panorama arsitektur lanskap yang bernuansa alami. Penelitian ini dilakukan untuk mengetahui bagaimana Outdoor Recreation di Kebun Raya Bogor dapat memberikan kepuasan wisatawan dan Bagaimanakan pengaruh Outdoor Recreation terhadap kepuasan wisatawan. Tujuan penelitian ini adalah untuk menganalisis Outdoor Recreation pada tingkat kepuasan wisatawan, serta seberapa besar pengaruh Outdoor Recreation pada kepuasan wisatawan. Metode penelitian yang digunakan adalah Importance Performance Analysis (IPA) dengan tujuan untuk memberikan ilustrasi dan menggambarkan kesenjangan antara kepentingan dan kepuasan terhadap atribut individu yang keduanya mudah untuk dimengerti dan dipahami secara baik melalui pengukuran tersebut. Metode kuantitatif, untuk memperoleh data yang lebih komprehensif, dilakukan dengan pengujian valid dan reliable. Hasil penggabungan kinerja petugas Kebun Raya Bogor (performance) dan tingkat harapan wisatawan (Importance). dibagi dalam 4 Kuadran sebagai indikator kepuasan wisatawan secara keseluruhan melalui 100 responden. Penentuan posisi atribut-atribut penelitian yang berjumlah 11 tersebut ditentukan berdasarkan nilai rata-rata baik tingkat kepentingan maupun kinerja. Penentuan sumbu X (performance) sebesar 3.62 dan sumbu Y (Importance) sebesar 3.63, diperoleh dari rata-rata total seluruh nilai rata-rata ke 11 atribut baik kinerja petugas Kebun Raya Bogor (performance) dan tingkat harapan wisatawan (Importance). Melalui tahapan penelitian ini diharapkan adanya peningkatan terhadap fasilitas wisatawan oleh pihak Kebun Raya Bogor, sehingga dapat memberikan kepuasan yang sesuai dengan harapan wisatawan selama berwisata dan menciptakan kepariwisataan yang berkelanjutan pada setiap objek wisata yang ada di Kebun Raya.

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A. Introduction

Bogor Botanical Garden is the oldest and largest garden in Asia that has the beauty of its own flora, especially 15,000 kinds of trees and plants collection. With an area of about 80 hectares, the botanical garden is used as one of the plant conservation centers that become one of the tourist destinations that can add to the insight that is termed education tourism. According to (Nugraha, 2006) that the main role of the Bogor Botanical Gardens is to preserve, empower and develop the potential of plants through conservation activities, research, education, recreation and improvement of public appreciation to the botanical garden Bogor. The advantage of Bogor Botanical Gardens has been recognized not only at the national level but also at the international level. Even the Bogor Botanical gardens are lined with other large botanical gardens such as the Royal Botanic Gardens of Kew (England) and the New York Botanical Gardens (United States). The preference of tourists in enjoying the tourism object has undergone a change towards a more specific form of tourism open-air activities make one of travel destinations conducted in groups and individuals. Cause of it the Bogor Botanical Gardens become a tourist destination that is attracted by tourists from all segmentation. Bogor Botanical Gardens increasingly interested by tourists from different types of objectives. Related to the number of tourists visit is quite high, which is the basis of this research is from visiting planning, before visiting the Bogor Botanical Gardens, activities while during the Bogor Botanical Garden, until after visiting Bogor Botanical Gardens.

Referring to the results of interviews with respondents based on the experience of traveling that still perceived lack of facilities provided by the management of Bogor Botanical gardens, including the lack of shelter around the tourist attractions, this is often Complained of tourists during the rain, there is a parking area that has not been able to accommodate the number of tourists vehicles, so the procurement of parking land using the office area located near the Botanical Gardens Bogor, but the security of the parking area has not Promising the safety factor of vehicle tourists, furthermore the number of toilets facilities are still limited, because the number of toilet facilities is not balanced with the number of tourists especially during the holiday season and weekends, it is felt Important to tourists and needs to be upgraded to any existing tourist sites. Then the lack of worship places in the form of mosques, because the majorities of tourists are Muslims and need places of worship (Masjid and Musholla) during the tour. Other facilities are the perceived direction (interpretation) that is still far from the distance between one and the other, so that sometimes makes tourists feel confused when heading to the destination one with the other. The number of tour cars provided by the Bogor Botanical Gardens for tourists, especially during the holiday season. The purpose of this research is not only judging by the management of Bogor Botanical Gardens against the fulfillment of the needs of tourists, but improving the quality of service and outdoor recreation.

B. Literatur Review

1. Tourism facilities

According to Yoeti (2003:56) tourist facilities are all facilities that function to fulfill the needs of travelers who stay for a while in the tourist destinations that are he visited, where they can relax and participate in activities Available in the tourist destination area. Facility is a facility and infrastructure that supports the operation of tourism objects to accommodate the needs of tourists, does not directly encourage growth but develops at the same time or after the attraction develops. And this research discusses one of the facilities that support the operational tourism object to accommodate the needs of the Outdoor Recreation. According to Kotler & Keller (2006) defines the facilities of everything that is physical equipment and is provided by the service seller to support the comfort of tourists. According to Sumayang (2003:124) explained that the facility is the provision of physical equipment that provides convenience to consumers to perform their activities so that the needs of consumers can be fulfilled.

2. Outdoor Recreation

According to Bell (2008:1) the notion of Outdoor Recreation is: “The term of “the outdoor” is an all-embracing one that covers all those places where people feel they can achieve that special feeling of being ‘away from it all’. To some, born and bred in the city, it may be an urban green space, a local nature reserve or countryside near home. Refering to the above definition is "all that includes a place where one feels able to achieve a special feeling away from it all". An explanation of Outdoor Recreation management which is also a facility in a tourist area, according Bell (2008:1): (1) Travel to tourism objects, (2) Provision of information for tourists, (3) Tourist vehicle parking lot, (4) Toilet facilities, (5) Enjoy the beauty of nature, (6) Children's Play Area, (7) Walking trails, (8) Water parks, (9) Wild life Life, (10) Lodging accommodation, (11) interpretations. Sometimes great quality and quantity are needed to cater to the enjoyment of people in Outdoor Recreation. According to Clawson & Knetsch (1996) in Mwandla (2004), the sense of Outdoor Recreation as an outdoor recreation is a direct interaction between tourist and natural environment while in the area of tourist areas.

3. Tourist Satisfaction

Hanifet al, (2016) is a feeling of disappointment or pleasure felt by someone, arising from comparing the performance of the perceived product or results to the expectations of buyers. Tourist satisfaction is the overall size of the traveller's opinion on every quality destination (Prayag, 2008 in Coban, 2012). The size can be considered as the value of the quality of the results from tourism destinations, such as the treatment and service that tourists feel to the tourism destination, but not only the outcome at the end of the experience (Coban, 2012). Yukselet al. (2010) Measures satisfaction with three items, first relating to the pleasure or absence of tourists to his decision to visit the tourist destination, both of which are the belief that choosing a related destination is the right thing, And all three levels of overall satisfaction during travel to tourist destinations.

According to Gundersonet Al (1996) in Basiya R and Hasan Abdul Rozak (2012:4), that consumer satisfaction is evaluation of post-consumption evaluative related to the quality of products or services. Customer satisfaction is defined as oversatisfaction (overall satisfaction) is a thorough response about how satisfied and dissatisfied with the total attributes of the product or service.

C. Research Methodology

Data Collection

1. Population and Sample

The population in this research is a tourist who came to the Bogor Botanical Gardens to give an opinion, both in the filling of the questionnaire and the interview directly in the Bogor Botanical Gardens in January – March 2020. The filling technique by using Google Form with the aim of more effective and efficient, and more facilitate the respondents in giving opinions. To measure the variables used by the instrument in the form of a questionnaire, which is extended data obtained, collected, grouped and aggregated so as to produce numbers or a number that in this case reflects the amount of 100 Respondents. The sampling method aksidential used to determine the sample is based on coincidence and corresponds to the required data source amounting to 100 respondents. The observed sample size refers to the formula Slovin.

2. Instruments

In this study to measure the satisfaction rate of tourists at Outdoor Receation in Bogor Botanical Gardens require variables that use instruments in the form of questionnaires, where the independent variables can affect or become the cause Changes or occurrence of variable binding (dependent). The free variable on this study was Outdoor Receation (X), the indicator was according to Simon Bell (2008:1). Outdoor Recreation which is in the tourist area are as follows: (1) Journey to tourist destination, (2) Provision of destination information for travelers, (3) parking lot of tourist vehicles, (4) toilet facilities, (5) Enjoy the beauty of nature, (6) Children's Play Area, (7) Walking trails, (8) water Park, (9) Wildlife Life, (10) Traveller accommodation, (11) interpretation. The dependent variable on this research is the tourist satisfaction of Bogor Botanical Gardens on Outdoor Receation (Y). Indicators according to (Sumarwan 2003). as follows: (1) The product works better than the consumer expectation called positive diskonfirmasi, so consumers are satisfied. (2) The product functions like a consumer expectation called a simple confirmation then the consumer feels neutral. (3) The product is functioning worse than the consumer expectation called Diskonfirmasi negative then the consumer is not satisfied, the data measurement techniques by using the Likert scale and the interval in which the ligand's scale and interval is a scale used in the questionnaire, for measuring attitudes, attitudes, opinions and perception of a person about social phenomena.

3. Data Analysis

In this study data obtained from 100 respondents, processed and analyzed so that it can be used to interpret and as a basis in decision making. Processing quantitative analysis data

using SPSS for Windows program version 25.0, while to determine the level of tourist satisfaction to Outdoor Receation in this study using the Importance Performance Analysis (IPA) method, where This method is an implementation technique to measure the attributes of the expectation level and performance level.

Deskriftif Statistics aims to provide a description of the data that is reviewed from the average value (Mean), standard deviation, minimum value and maximum value. In this study mean the overall value of the respondent has meaning to the questions asked, while the standard deviation indicates variations of the respondent's response. The minimum value is the lowest answer (scale) selected by the respondent. Similarly, the maximum value is the highest (scale) answer chosen by the respondent. The statistics for each variable in this study as a whole can be seen in the table below,

Table. 1 Mean Value and Standard Deviation at Performance Level Variables (X)

Descriptive Statistics			
Indicators	**Mean**	**Std. Deviation**	**N**
Availability of transportation to tourism objects	3.81	.748	100
Easily get information from the officers	3.64	.689	100
Adequate vehicle parking area	**3.04**	**.942**	**100**
Easily find the toilet in the attractions	3.63	.720	100
Suitable place to spend time with family/friends/couples	**4.06**	**.583**	**100**
Adequacy of playroom for children	4.00	.636	100
The availability of walking trails to other attractions	3.30	.759	100
Can enjoy the water park	3.34	.699	100
Chance to see wildlife life (Zoology Museum)	3.51	.674	100
A place to stay with history	3.29	.795	100
Easily find directions/information boards in tourist areas	3.57	.655	100
TOTAL	**39.19**	**4.978**	**100**

rce: Processed Data research result, SPSS 25 for Windows. 2020

Based on table 2 that the highest Mean value is in the indicator Number 5 statement, which is at an average value of 4.06 which means that the respondent agrees that the Bogor Botanical gardens suitable place to spend time with family/friends/spouse. Whereas the lowest Mean value is in the Indicator 3 statement, which is at an average value of 3.04 which means that respondents are neutral that the Bogor Botanical Garden provides adequate parking space. For the value of deviation has a value close to number 1

Descriptive Statistics

Indicators	Mean	Std.Deviation	N
Availability of transportation with affordable cost	3.70	.835	100
Personnel ability to provide the required information	**3.24**	**.944**	**100**
Secure vehicle parking conditions	3.71	.591	100
Good toilet cleanliness	3.47	.745	100
Adding knowledge of plant species	**3.86**	**.636**	**100**
There is a security officer in the children's play area	3.52	.785	100
The cleanliness of the pedestrian lane	3.41	.726	100
Well maintained water park conditions	3.80	.778	100

(the whole figure), which is between 0.583 to 0.942, which means diversity of respondents give a considerable answer and not homogeny in providing answers to the level of personnel performance Bogor Botanical Gardens, where all the answers given by various reponden

Table. 2 Mean Value And Standard Deviation In Variable Expectations (Y)

Maintain a good wildlife life	3.70	.732	100
The availability of a place to stay	3.84	.721	100
The information board condition (travel route/map) is maintained at the tourist area	3.76	.698	100
TOTAL	**40.01**	**4.210**	**100**

Source: Processed Data Source: Processed Data research result, SPSS 25 for Windows. 2020

Based on table 2 that the highest Mean value is in the indicator of the number 5 statement, which is at an average value of 3.86 which means that the respondent agrees that the Bogor Botanical garden is suitable for adding knowledge to the plant type. While the lowest Mean value is in the indicator of statement number 2, which is at an average value of 3.24 which means that the respondent is neutral to the ability of the officer in providing the information needed for the value of deviation has Value approaching 1 (whole figure), which is between 0.636 up to 0.944, which means diversity of respondents give a considerable answer and not homogeny in providing answers to variable expectations of the Bogor Botanical garden respondents, where All the answers given by the diverse Reponden.

D. Result

In this research instrument Research (questionnaire) Good can be said to be qualified, if it has proven valid and reliable, to know the level of Validnya questionnaire should be done first before proceed to the stage Next. The reliability test aims to see whether the questionnaire has consistency. If measurements are repeated and this reliability test can be done jointly against all questionnaire items in one Variable research.

1. Validity test

In this study, the validity test was using the Statistical Package for Social Science (SPSS) Program version 25. The validity test in this study used Bivariate Pearson correlation technique, as this technique is felt to be precisely used on a scale using a large number of question items, so that the efficiency of the resulting estimation is not substantial. Pearson Bivariate correlation correlate each score of an item with a total score. Where total score is a summation of entire items that are able to provide support in revealing what to count

Table. 3 Validity Test Variable Expectation (X)

Correlations

	LABEL	1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	1.10	1.11	TOTAL
X1.1	Pearson Correlation	1	.425**	.211*	.213*	.244*	.194	.372**	-.031	.099	.070	-.090	.507**
	Sig. (2-tailed)		.000	.035	.034	.015	.053	.000	.759	.326	.486	.373	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100

X1.2	Pearson Correlation	.425**	1	.253*	.326**	.157	.253*	.297**	.272**	.149	.131	.058	.632**
	Sig. (2-tailed)	.000		.011	.001	.118	.011	.003	.006	.139	.193	.569	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
X1.3	Pearson Correlation	.211*	.253*	1	.405**	.294**	.328**	.350**	.246*	.124	-015	.221*	.578**
	Sig. (2-tailed)	.035	.011		.000	.003	.001	.000	.014	.220	.881	.027	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
X1.4	Pearson Correlation	.213*	.326**	.405**	1	.332**	.425**	.481**	.251*	.132	.029	.180	.665**
	Sig. (2-tailed)	.034	.001	.000		.001	.000	.000	.012	.192	.778	.073	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
X1.5	Pearson Correlation	.244*	.157	.294**	.332**	1	.350**	.322**	.147	.082	.061	.265**	.551**
	Sig. (2-tailed)	.015	.118	.003	.001		.000	.001	.145	.415	.548	.008	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
X1.6	Pearson Correlation	.194	.253*	.328**	.425**	.350**	1	.508**	.172	.063	.041	.138	.616**
	Sig. (2-tailed)	.053	.011	.001	.000	.000		.000	.087	.531	.682	.171	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
X1.7	Pearson Correlation	.372**	.297**	.350**	.481**	.322**	.508**	1	-.104	.139	-.028	-.063	.580**
	Sig. (2-tailed)	.000	.003	.000	.000	.001	.000		.305	.168	.784	.534	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
X1.8	Pearson Correlation	-031	.272**	.246*	.251*	.147	.172	-104	1	.106	.284**	.338**	.478**
	Sig. (2-tailed)	.759	.006	.014	.012	.145	.087	.305		.292	.004	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
X1.9	Pearson Correlation	.099	.149	.124	.132	.082	.063	.139	.106	1	.061	.036	.352**
	Sig. (2-tailed)	.326	.139	.220	.192	.415	.531	.168	.292		.545	.725	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
X1.10	Pearson Correlation	.070	.131	-015	.029	.061	.041	-.028	.284**	.061	1	.063	.303**
	Sig. (2-tailed)	.486	.193	.881	.778	.548	.682	.784	.004	.545		.531	.002
	N	100	100	100	100	100	100	100	100	100	100	100	100
X1.11	Pearson Correlation	-090	.058	.221*	.180	.265**	.138	-.063	.338**	.036	.063	1	.358**

	Sig. (2-tailed)	.373	.569	.027	.073	.008	.171	.534	.001	.725	.531		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.507**	.632**	.578**	.665**	.551**	.616**	.580**	.478**	.352**	.303**	.358**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.002	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).													
*. Correlation is significant at the 0.05 level (2-tailed).													

Source: Processed Data research result, SPSS 25 for Windows. 2020

From the table. 3 above, the result of the variable validity of our expectations above can be seen that the value of each variable or R count > from R table so that it can be declared that the overall expectation of a variable is valid. (1.00 > 0.195 = valid).

Table. 4 Variable Validity Rate Performance Level (Y)

Correlations

LABEL		1.1	1.2	1.3	1.4	1.5	1.6	1.7	1.8	1.9	1.10	1.11	TOTAL
Y1.1	Pearson Correlation	1	.121	.054	.168	.142	.064	-.005	.047	.134	.128	.141	.289**
	Sig. (2-tailed)		.232	.594	.094	.158	.529	.958	.639	.184	.206	.162	.004
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y1.2	Pearson Correlation	.121	1	.287**	.319**	.130	.231*	.440*	.361**	.312**	.395**	.347**	.571**
	Sig. (2-tailed)	.232		.004	.001	.198	.021	.000	.000	.002	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y1.3	Pearson Correlation	.054	.287**	1	.394**	.216*	.321**	.435**	.439**	.270**	.483**	.192	.627**
	Sig. (2-tailed)	.594	.004		.000	.031	.001	.000	.000	.007	.000	.056	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y1.4	Pearson Correlation	.168	.319**	.394**	1	.342**	.375**	.446**	.553**	.518**	.489**	.387**	.722**
	Sig. (2-tailed)	.094	.001	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y1.5	Pearson Correlation	.142	.130	.216*	.342**	1	.791**	.187	.247*	.153	.136	.227*	.483**
	Sig. (2-tailed)	.158	.198	.031	.000		.000	.062	.013	.129	.176	.023	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100

Y1.6	Pearson Correlation	.064	.231*	.321**	.375**	.791**	1	.251*	.250*	.189	.180	.267**	.539**
	Sig. (2-tailed)	.529	.021	.001	.000	.000		.012	.012	.060	.073	.007	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y1.7	Pearson Correlation	-.005	.440**	.435**	.446**	.187	.251*	1	.853**	.586**	.608**	.465**	.771**
	Sig. (2-tailed)	.958	.000	.000	.000	.062	.012		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y1.8	Pearson Correlation	.047	.361**	.439**	.553**	.247*	.250*	.853**	1	.678**	.566**	.476**	.796**
	Sig. (2-tailed)	.639	.000	.000	.000	.013	.012	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y1.9	Pearson Correlation	.134	.312**	.270**	.518**	.153	.189	.586**	.678**	1	.494**	.479**	.693**
	Sig. (2-tailed)	.184	.002	.007	.000	.129	.060	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y1.10	Pearson Correlation	.128	.395**	.483**	.489**	.136	.180	.608**	.566**	.494**	1	.591**	.752**
	Sig. (2-tailed)	.206	.000	.000	.000	.176	.073	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
Y1.11	Pearson Correlation	.141	.347**	.192	.387**	.227*	.267**	.465**	.476**	.479**	.591**	1	.651**
	Sig. (2-tailed)	.162	.000	.056	.000	.023	.007	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL	Pearson Correlation	.289**	.571**	.627**	.722**	.483**	.539**	.771**	.796**	.693**	.752**	.651**	1
	Sig. (2-tailed)	.004	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Processed Data research result, SPSS 25 for Windows. 2020

From the table. 4 results of the performance level variable validity test above we can see that the value of each variable or R count > from R table so that it can be declared that the overall performance level variable is valid. (1.00 > 0.195 = valid).

2. Reliability Test

The reliability measurement technique used for this questionnaire is Cronbach's Alpha (α) with tests conducted at a significant level of 0.05 which means that instruments can be said to be reliable when the Alpha value is greater than the critical R value (Cronbach's alpha > 0.60), according to Wiratna Sujerweni (2014) The instrument used was a questionnaire that was tested on 100 respondents who had already come to the Bogor

Botanical Gardens. Based on the analysis that has been done, the reliability test results can be seen in the following tables:

Table. 5 Expected Reliability Test Results (X)

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

Expectation Reability Statistics (X)

Source: Processed Data research result, SPSS 25 for Windows. 2020

Table. 6 Performance Level Reliability Test Result (Y)

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded[a]	0	.0
	Total	100	100.0

.716	.719	11

Performance level reliability Statistics (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.844	11

Based on tables. 5 and tables. 6, obtained the reliability of Cronbach Alpha for variable X known that 0.716 > 0.6. And for variable Y it is known that 0.844 > 0.6, so it can be expressed for all items in the above two variables are reliable or Reliable, as all the reliability calculations of Cronbach Alpha are greater than 0.6.

3. Descriptive Statistics

Table. 7 Reliability Statistics Importance/Expectations (X)

Item-Total Statistics				
Label	**Scale Mean if Item Deleted**	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
X1.1	35.38	23.187	.144	.862
X1.2	35.55	21.341	.466	.836
X1.3	36.15	19.785	.490	.837
X1.4	35.56	20.128	.640	.821
X1.5	35.13	22.316	.386	.841
X1.6	35.19	21.772	.439	.838
X1.7	35.89	19.533	.697	.816
X1.8	35.85	19.725	.735	.814
X1.9	35.68	20.583	.612	.824
X1.10	35.90	19.465	.668	.818
X1.11	35.62	20.965	.564	.828

Tabel.8 Performance Reability Statistic (Y)

Item-Total Statistics				
	Scale Mean if Item Deleted	**Scale Variance if Item Deleted**	**Corrected Item-Total Correlation**	**Cronbach's Alpha if Item Deleted**
Y1.1	36.31	14.863	.337	.701
Y1.2	36.77	13.593	.466	.678
Y1.3	36.30	15.202	.472	.684
Y1.4	36.54	14.109	.547	.667
Y1.5	36.15	15.179	.433	.688
Y1.6	36.49	14.273	.479	.677
Y1.7	36.60	14.707	.448	.683
Y1.8	36.21	15.198	.317	.703

Y1.9	36.31	16.095	.187	.721
Y1.10	36.17	16.405	.137	.727
Y1.11	36.25	16.109	.202	.718

Source: Processed Data research result, SPSS 25 for Windows. 2020

E. Discussion

According to Kotler (2000), consumer satisfaction is a feeling of happy or disappointed consumers gained by comparing the performance effect to the performance of service products with the expectation of the performance of such products or services. If the reality is equal to or more than the expected outcome, then the consumer will be satisfied. In determining tourist satisfaction of Bogor Botanical Gardens, used analysis tools namely IPA. Importance Performance Analysis (IPA) is a tool that calculates the level of expectation and performance level of product attributes. Measurement of customer satisfaction with the Importance Performance Analysis (IPA) method, can provide an overview of the attributes that must be maintained, enhanced and exaggerated through the quadrant in the Cartesian diagram.

Table. 9 Average Value Of Performance Levels And Traveller Expectations At Outdoor Recreation In Bogor Botanical Gardens

No	Variable	Performance level	Hope
1	Travel to tourist destinations	3,81	3,7
2	Providing information for travellers	3,64	3,24
3	Tourist Vehicle parking area	3,04	3,71
4	Toilet facilities	3,63	3,47
5	Enjoy the beauty of nature	4,06	3,86
6	Children's Play Area	4	3,52
7	Walking trails	3,3	3,41
8	Water park	3,34	3,8
9	Wildlife Life	3.51	3,7
10	Accommodations to stay for travelers	3,29	3,84
11	Interpretation	3,57	3,76
	Average	35,68	40,01

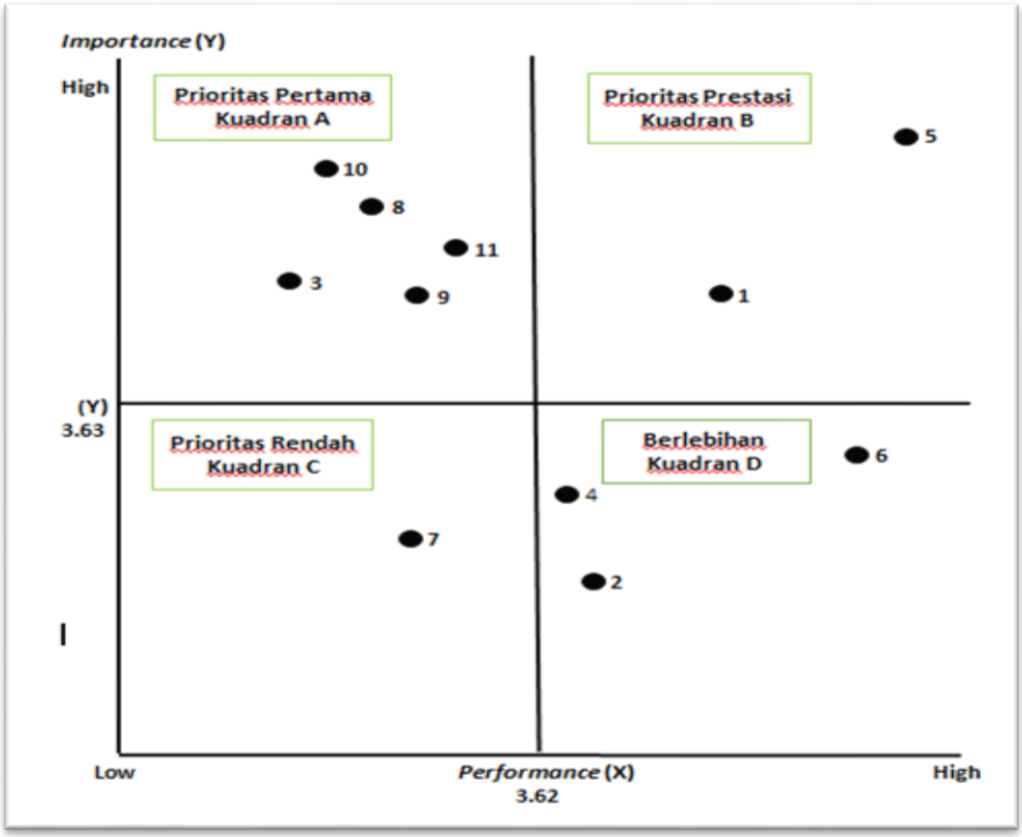
Source: Processed Data research result, SPSS 25 for Windows. 2020

From the table. 9 above, it appears that the highest value for the level of performance and expectations are at the sequence number 5 namely, a suitable place to spend time with family/friends/couples, where tourists have a expectation of 3.86% and the level of performance of officers Bogor Botanical Gardens amounted to 4.06%. It can be interpreted that the average value of performance level of the Bogor Botanical Garden officers is greater than the expectation of tourists in enjoying the facilities available, it has the meaning that the tourists hope has been fulfilled by the performance of the Bogor Botanical Garden officers. This situation indicates that the importance of a suitable place to spend time with family/friends/couples is still cool air and many open spaces for recreation together, as well as one of the affordable tourist attractions, both from In terms of mileage, also the entrance fee is also a no less interesting spatial (landscape) plant is done by the maintainer of the Bogor Botanical Gardens. In terms of level of performance need to increase the number of officers who are around the tourism area of Bogor Botanical Gardens. The result of merging interests and performance in 4 quadrants as an indicator of overall consumer satisfaction through 100 respondents. The positioning of the attributes – the research attributes amounting to 11 are determined based on the average value – the level of both importance and performance respectively. The determination of the X-axis (performance) of 3.62 and Y-axis (importance) 3.63 is

obtained from the average of the total of the average value of the attributes of both importance and performance levels.

In more detail the picture of a Cartoesian diagram that maps the tourism attributes of the Bogor Botanical Gardens into four, based on the level of importance and performance can be seen in the image. 1

Figure 1. Cartesian Diagram



Source Results of research processing with the method of
Importance Performance Analysis (IPA), (2020)

1. Attributes – Attributes in Quadrant I (Top Priority)

The quadrant I is named as the main priority quadrant, meaning that the attribute located in this quadrant is an attribute that is assessed as important but the implementation or performance of the attribute is still low by the consumer. In this quadrant, the level of consumer satisfaction is still low so that the Bogor Botanical Garden Manager needs to improve the performance of product attributes.
The attributes that are in this quadrant are needed and cared for by consumers as long as consumers enjoy the Outdoor Recreation offered by the Bogor Botanical Gardens. The attributes found in this quadrant are: adequate parking lot (3), can enjoy the water

park (8), the chance to see the life of Wildlife (Museum Zoology) (9), a place to stay that has a history (10), easily find directions/board Information at the tourist area (11).

2. Atribut-Attributes in the Quadrant II (Defend Achievements)

Quadrant II is named as a preserve quadrant, meaning that the attributes of this quadrant are assessed by consumers having a high level of importance and satisfactory performance. In this quadrant, the consumer satisfaction rate is relatively high. Bogor Botanical Gardens need to retain the attributes of the II quadrant. The attributes of this II quadrant are: availability of transportation to tourism objects (1), suitable place to spend time with family/friends/Couples (5).

3. Attributes in quadrant III (Low Priority)

Quadrant III is named as a low priority quadrant, meaning that the attributes located in this quadrant are assessed as consumers have low levels of expectation and performance. In this quadrant, variable increase needs to be reconsidered because of its not too much impact on consumer satisfaction. The attributes of the III quadrant are: Availability of walking trails to other attractions (7)

4. Attributes of the quadrant IV (excessive)

Quadrant IV is named as an excessive quadrant, meaning that the attribute located in this quadrant has a low level of importance but is assessed by consumers too exaggerated and has high performance. The attributes of this quadrant can be reduced so that the company can save money. The attributes found in Quadrant IV are: Easy to get information from the officers (2), easily find the location of the toilet at the tourist attractions (4), sufficiency play room for children (6)

F. Conclusion and Recommendations

On how to maintain an achievement, where the attributes that are in this quadrant is assessed consumers have the performance of officers of the Botanical Garden of Bogor (performance) and the level of tourist expectations (Impotance). The satisfactory. Bogor Botanical Gardens make a tourist destination for the whole family, suitable place to spend time with family/friends/Couples (5). This is due to the many elements of benefits perceived by tourists such as; Still cool air and a lot of open space for recreation together, as well as one of the affordable tourist attractions, both in terms of distance, also the entrance fee also the no less attractive spatial (landscape) plant done by the maintainer Bogor Botanical Gardens.

The second attribute of the facility in Quadrant II is the availability of transportation to the Tourism object (1), as the development of fulfilling the needs of tourists during the

tour, the management of the Bogor Botanical Gardens add a tour car to compensate The number of tourists during the school holidays and weekend long holidays. In addition to tourist cars there are also bicycles that are leased to tourists who aim besides being able to enjoy the Bogor Botanical gardens, tourists can do sports during the tour.

The increase in quadrant III should be reconsidered because of its not too big influence on consumer satisfaction, such as the availability of walking trails to other attractions (7), this has not been felt too urgent, because The pedestrian path is quite adequate, but needs to be made a new line that is shorter to make it easier for tourists to walk to each attraction to other attractions.

In quadrant IV it looks very sufficient to facilitate the tourists, but the facilities have a low level of importance but consumers are assessed too excessive and have high performance, such as; Easy to get information from the Officer (2), easily find the location of the toilet in the tourist attractions (4), sufficiency of the play room for children (6). This has reason for the management of the Bogor Botanical Gardens, due to the preparation efforts made to anticipate the time of tourists, usually on weekends, school holidays, and year-end holidays.

Based on this research can provide a constructive input, on the development of Outdoor Receation to fulfill the needs of the tourists during the tour in the Bogor Botanical Gardens. It is necessary to develop the facilities provided by the Bogor Botanical gardens, such as; The parking lot is less adequate, especially during the season of tourists. Coordination with related parties such as management of office buildings adjacent to Bogor Botanical Gardens and local Government regarding the availability of parking lot for tourists carrying four-wheeled vehicles, especially on weekends/holidays, as well as toilet facilities and means of transportation to the tourism objects in the Bogor Botanical Gardens.

Low performance due to the majority of consumers do not use the maximum Information Service center in touring the Bogor Botanical Gardens, as most of the information received about the Bogor Botanical Gardens comes from friends and family So that the information is chain by word of mouth. Therefore, Bogor Botanical Garden Manager need to do an innovation in increasing consumer convenience to obtain and provide information from the Bogor Botanical Garden officers. The innovation that can be done is to provide facilities in the form of an application devoted to the tourists of the Bogor Botanical Garden with the name "Explore Bogor Botanical Gardens" that can be downloaded via a mobile phone. It is aimed to facilitate tourists in obtaining information about interesting locations located in the area of Bogor Botanical Gardens. The application provides two facilities, namely, map navigation and information location of the tourist attractions. In addition, it is necessary to increase the task execution system, if we see the lack of officers who are not balanced with the area of Bogor Botanical Gardens,

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