

## Tourists Perception Toward Kembang Kuning Rural Destination Attractiveness

Weni Retnowati\*, I Dewa Gede Bisma, Hilmiati, Lalu Adi Permadi  
*University of Mataram, Indonesia;*

### Keywords

**Keywords:** Perception, Tourists, Rural, Destination, Attractiveness

### Abstract

This research aims to study the perception of the tourists who visit Kembang Kuning regarding the destination attractiveness. A quantitative method using questionnaire and interview techniques was used in the research. There were 100 participants in which the questionnaire was distributed both offline and online. The result showed that the tourists perceived the Kembang Kuning rural destination as a suitable place to visit in Lombok with good attractiveness. Furthermore, the attractions and the amenities of this destination were perceived as the most looked for by the visitors. The highest perception felt by the tourists is its beautiful natural scenery and intriguing culture. To implement sustainable tourism attractiveness planning in this rural destination, the management must provide additional sanitation facilities, local transport, amenities, and parking lots. In addition, the Kembang Kuning should be creative, and innovative and offer good quality services in other to preserve the differences between this village and others.

\*Corresponding Author: **Weni Retnowati**, University of Mataram, Indonesia, Indonesia;  
Email: weniretnowati@unram.ac.id

### INTRODUCTION

Kembang Kuning Village located in Sikur District of East Lombok Regency is one of the villages on Lombok Island that has the potential as a rural tourism destination in West Nusa Tenggara (Permadi et al., 2017; Saufi et al., 2019). Kembang Kuning Village is famous for its natural attractions such as waterfalls, caves, rice fields, and forest scenery (Saufi et al., 2019). In addition to offering natural tourism potential, Kembang Kuning also offers Ecotourism, Edu tourism, and Agrotourism.

Kembang Kuning Village since decades ago has begun to develop itself into a professional destination. This village is inspired by the success of Tete Batu, the neighbouring village, which became a tourism destination since decades ago or precisely when Raden Suweno, a local figure, built a hotel in Tete Batu. The Kembang Kuning Village in the third decade of this new millennium managed to replicate this success with much better results. This is seen with the achievements that were received by this village. These proud achievements include: the first national champion as a Thriving Tourism Village in 2019 (Said, 2020), the inauguration of Kembang Kuning Village as one of the

99 tourist villages in West Nusa Tenggara Province (NTB) by the Governor's Decree and inaugurated by the Deputy Governor in September 2019 (radarlombok.co.id, 2019), the champion of the 2020 NTB Healthy Village held by the NTB Regional Police (Sofuroh, 2020).

Tourists hold an important role in a tourism destination. Without tourists, a tourism destination will not exist. Therefore, the satisfaction of the tourists in enjoying their tourism visit in a destination is an absolute consideration for the management. On the internet, it can be found 90% of the 40 tourism webpages reviews consider Kembang Kuning rural destination as Very Good place to visit, while those who considers it as common, bad, and worse is only 10%.

Some studies have been made in the Kembang Kuning Village. Ratmaja & Pattaray (2019) studied homestays in the village and found that the community homestays offered not only an amenity for the visitors but also function as a tourist attraction. Rahmatullah (2021) also discussed the homestays of the village. Rahmatullah (2021) concluded that the local homestays as one of the community's economic generators along with the total of visitors. Saputra et al. (2021) offered

public services concept for the Kembang Kuning Rural Government for the continuous development of local tourism. In addition, Permadi et al. (2017) made research in the Kembang Kuning neighbouring village called Jeruk Manis. Permadi et al. (2017) found the weakness of Jeruk Manis Village is its location which is quite far from the city. The Kembang Kuning Village also has a similar condition to its neighbour. Study all those research results, it was found that the researchers mostly were discussing amenities that are homestays in the village.

Previously, Fodness (1990) stated that perceptual mapping is an important marketing research tool used by tourism marketers in product positioning, new product planning, advertising development, and strategic planning. While other researchers confirmed Fodness (1990) statement by suggesting the consumer perception study to understand the problem of the tourism industry (Bilgihan et al., 2016; Carmen & Alexandrina, 2014; Elisabeth, 2014; Gnanapala, 2015; Poria et al., 2009; Rajesh, 2013; Ravar & Iorgulescu, 2013). These recommendations from previous tourism marketing researchers can be implemented to study the other side of tourism service in the Kembang Kuning Village which is the tourist's perception of the rural destination attractiveness.

Based on the law of the Republic of Indonesia No. 10 of 2009, Tourist Attractions are described as everything that has uniqueness, convenience, and value in the form of diversity, natural wealth, culture, and human-made products that are targeted or visited by tourists. Tourism Attraction is the primary driver that motivates employees to visit a place. Middleton (2001:122) in Afriza & Abadi (2015) provides the understanding that more profound tourism products are considered a mixture of the three main components of destination offers, namely attraction, facilities at destinations, and accessibility destinations. Other studies considered ancillary as other attractiveness that is needed by the destination (Permadi et al., 2021; Yusendra & Paramitasari, 2018).

Even though Kembang Kuning Rural Destination has experienced slow development due to the Covid-19 pandemic but the local people's spirit to build an optimal tourism destination management has paved the rural tourism to be successful. This success must be continued, so the study related to the tourists' perception has to be conducted continuously for evaluating, and controlling attraction, amenities or facilities, accessibility, and ancillary of the destination. In other words, the destination attractiveness in this rural tourism area should be sustainable.

## **THEORETICAL REVIEW**

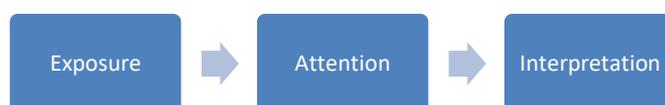
Customer perception is one of the influence factors of Customer satisfaction besides the specific

product or service features. Zeithaml & Bitner (2003) in Khadka & Maharjan (2014) stated that the satisfaction is also influenced by customer's emotional responses, and their attributions nether perception of equity Furthermore, in the tourism industry research, Gnanapala (2015) stated that the destination selection process is greatly influenced by the tourists' motives, attitudes, and perceptions. Rajesh (2013) found that Tourist Perception constructs have been influenced by factors like Historical and Cultural Attractions, Destination Affordability, Travel Environment, Natural Attractions, entertainment, and Infrastructure. In the context of tourism, the tourists also have the perception of the risk of visiting a place (Fuchs et al., 2008).

According to the Big Indonesian Dictionary, perception is a direct response or acceptance of something (Jayanti & Arista, 2019). According to Schiffman and Kanuk in Sumarwan (2011, 2014). Perception is the process by which people select, manage, and translate stimuli into meaningful and coherent visualizations of the world. Can be described as "how we see the world around us". People can be exposed to one type of stimulus in the same circumstances but how the subsequent process experienced by everyone varies. This depends on various things or factors around it.

Perception is the stage where a person selects, organizes, and translates sensations, namely the sensation of a direct response from the receiving sensor to his physical body (be it eyes, ears, nose, mouth, or fingers) to basic stimuli from outside the person, be it light, colour, smell, texture, and sound. Anything that activates the receiver is called a stimulus. The study of perception focuses on what we add to raw sensations to give them meaning. Everyone interprets the meaning of a stimulus to be consistent with himself and has unique needs, and experiences (Solomon, 2007 in Newman & Japariato, 2014). As Figure 1 shows, the three stages of exposure, attention, and interpretation of the process of shaping perception.

**Figure 1:** The Process of Shaping Perception (Pellegrino, 2004)



According to Mill & Morrison (1985), as Karayilan & Cetin (2016) quoted, Attraction is the most important factor in the development of the tourism system. Nguyen Viet et al. (2020) stated that Attraction is part of a tourism destination's perceived quality. Some studies also confirmed that tourist Attraction affects the

Revisit Intention (Koda & Nurlette, 2018; Parastiwi & Farida, 2018; Sopyan, 2015; Sulastri et al., 2018).

Attraction is a significant component in attracting tourists. There are three capital attractions that attract tourist arrivals, namely 1) Natural Resources, 2) Cultural tourism attractions, and 3) Man-made attractions. The tourism capital can be developed into a tourist attraction in the place where the capital is found. The existence of attractions is the reason and motivation for tourists to visit a tourist attraction (Way et al., 2016).

Amenities or Facilities at destinations are the second groups of rural destination attractiveness. Tourist destinations in addition to being supported by qualified accommodation must also be supported with good facilities so that tourists can use them while they are in a destination, such as gift shops, places of worship, restaurants, baths, and various other public facilities. Liu & Lee (2016) defined some facilities are any physical facilities and other various facilities that can be supported by the company. Furthermore, Vengesayi et al., (2009) stated that facilities can be considered attractions, then Vengesayi et al., (2009) classified facilities at a destination into Recreation facilities, Shopping facilities, and Sports facilities.

Accessibility is one of the most important things in tourism activities. All Types of transportation or transportation services are important accesses in tourism. On the other hand, this access is identified with transferability, namely the ease of moving from one area to another. If an area is not provided with good accessibility such as airports, ports, and roads, then there will be no tourists who will affect the development of accessibility in the area. If an area has tourism potential, it must provide adequate accessibility so that the area can be visited (Permadi et al., 2021). Furthermore, Alvianna et al. (2020) stated that the accessibility in question is characterized by, among other things, paved road access, clear directions, directions that are easy for tourists to understand, and easy to reach routes.

Ancillary (Additional Services) is a support service that must be provided by the local government of a tourist destination both for tourists and for tourism stakeholders (Permadi et al., 2021). The services provided include marketing, physical development (roads, railroads, drinking water, electricity, telephone, etc.) as well as coordinating all kinds of activities and with all laws and regulations both on roads and in tourist attractions. Ancillaries are also things that support tourism, such as management institutions, Tourist Information, Travel Agents, and stakeholders who play a key role in tourism (Ardiansyah & Maulida, 2020; Way et al., 2016; Wilopo & Hakim, 2017)

## RESEARCH METHODS

This research was conducted in October–November 2021 in Kembang Kuning Village, which is administratively included in East Lombok Regency, West Nusa Tenggara Province. The object under study is the perception of tourists on attractions, accessibility, facilities, and ancillaries in the Kembang Kuning Tourism Village.

This research uses a quantitative descriptive method by using instruments of (i) questionnaire to measure tourist perception, and (ii) interview items to obtain deeper understanding on the descriptive statistical finding. Likert scale has been used in the research questionnaire. There were 100 respondents used in the research. The questionnaire was distributed online and offline. In the addition to the discussion, after answering the questionnaire the respondents were interviewed by the interviewer. The online interview session was using WhatsApp application. The research instrument was based on the questionnaire used by Ardiansyah & Maulida, (2020); Idilfitri et al., (2015); Ismail et al., (2016); Nabila & Widiyastuti, (2017); Permadi et al., (2021); Wisnawa et al., (2019). The questionnaire has passed the validity and reliability tests before it was distributed. There were two data used in the research: qualitative and quantitative data. The data were obtained through observation, survey, documentation, and interview methods.

## RESULTS AND DISCUSSION

The result of this research found that overall, the tourists' perception of enjoying their visit to Kembang Kuning Tourism Village. That can be seen in the Tables below.

Table 1  
The Tourists perception on the Attraction of the Kembang Kuning Village

No	Indicator	Means
1	Natural beauty of Kembang Kuning Village	4.50
2	The Waterfalls of the Kembang Kuning Village	4.23
3	Comfort of Kembang Kuning Village for tourist activities (spaciousness, tranquillity, and security):	4.32
4	Cleanliness of the tourist object in the Kembang Kuning Village	3.45
5	Culture attraction of the Kembang Kuning Village	4.30

In table 1, the research result shows the lowest evaluation result for the cleanliness of the rural area (3.45). Meanwhile, overall, the visitors gave good marks to the village' attractions which mostly are natural scenery. Those good points also point to the waterfall, the cultural attraction, and the comfortability of the village as a rural destination. This tourist's perception of

the attraction was confirmed by the Chief of the Kembang Kuning Government. Haji Lalu Sujian said that his village depends on its natural beauty, waterfalls, and the village comfortable which is added by the Sasak Traditional coffee making show and Rinjani Jungle Adventure. These last two attractions are coordinated by the Kembang Kuning Tourism Awareness Group or Kelompok Sadar Wisata (Pokdarwis). Haji Lalu Sujian added that these two attractions were loved by the European Tourists who came before the Covid-19 Pandemic. In the time of the pandemic, the village tourism management changed its strategy by inviting the local tourists. The fact collected by the village administration office shows that the local tourists also love those attractions. This result was also confirmed by Rahmawati et al. (2021) who found the attraction of Sesaot Rural Destination was a significant variable that influence the tourist's intention to visit the rural area. The Kembang Kuning's attraction as the distinct character has attracted the visitor to see its beautiful scenery of it and created good tourist offers. This condition is similar to the finding of Barbu (2013) who stated that rural area that have potential for tourism must be rural area that has a special attraction for tourist associated with cultural, geographical, mystical, or historical.

Picture 1. Research Situation <sup>\*)</sup>



<sup>\*)</sup> Researcher (using Blue Mask) with H. Lalu Sujian (using white hat), the chief of Kembang Kuning Village Government, and the members of the tourism awareness group

Table 2

The Tourists perception on the Accessibility of the Kembang Kuning Village

No	Indicator	Means
1	Public transportation to The Kembang Kuning Village is always available	3.05
2	Clear directions to The Kembang Kuning Village that are easy for tourists to understand	3.25

Table 2 shows this destination weakness that is low rate of public transportation services. According to Chin et al., (2014) accessibility of transportation is a must for a destination. The Kembang Kuning rural tourism destination could not provide transportation for

the tourist. The fact shown the public transportation from Selong, the capital of East Lombok Regency, are stopping in the main public market in the Sikur District which is in Kutaraja Village. As the impact, most of the visitors came to this destination by using their private vehicle. The other problem for the transportation services to entering the rural tourism destination is the location of the village, which is situated in the south side of Mountain Rinjani. Besides that, the village has mountainous landscape. So, reaching this village, the visitors must follow winding roads.

Table 3

The Tourists perception on the Amenities of the Kembang Kuning Village

No	Indicator	Means
1	Kembang Kuning Village provides restaurant	3.82
2	Kembang Kuning Village provides Shopping facilities	2.50
3	Kembang Kuning Village provides suitable accommodation	4.50
4	Kembang Kuning Village provides Sports facilities	2.50
5	Kembang Kuning Village provides Recreation facilities	3.32

Amenities of the Kembang Kuning Village have 5 indicators used in the perception assessment, namely restaurant, shopping facilities, accommodation, sports facilities, and recreation facilities. Tourist ratings of Amenities of the Kembang Kuning Village can be seen in Table 3. The shopping and sports facilities in the village have an average score of 2.50 in the minimal category. According to tourists, the shopping facilities in Kembang Kuning should be expanded and given a traditional market to find local products. The nearest traditional market is in the Kotaraja Village. The water sports facilities in the waterfalls of Kembang Kuning are proven very minimalist and cannot satisfy the demand of visitors. On the other hand, the best amenities in the village are accommodations. These facilities are ready to serve visitors who want to stay one or more nights in this rural area.

Ancillaries of the Kembang Kuning Village have 6 indicators used in the perception assessment, namely public roads, parking lots, village tourist information office, local regulation, worship facilities, and trash cans. Tourist ratings of the Ancillaries of the Kembang Kuning Village can be seen in Tabel 4. The public roads on Kembang Kuning have an average score of 4.32 in the adequate category. According to tourists, the main road to Kembang Kuning should be expanded and given a roadblock. Furthermore, the parking space available at Kembang Kuning gets an assessment with an average

value of 3.79 which is included in the neutral category. This is because the area for parking is still lacking, so it is necessary to add more parking spaces. When the researcher observed the village, the researcher found that the visitors' vehicles use the road bank to park their cars. According to Pauwah et al. (2013) stated that the parking lot is a very basic and important aspect to pay attention to because it can affect tourist visits when there is an overabundance during holidays.

Table 4

The Tourists perception on the Ancillaries of the Kembang Kuning Village

No	Indicator	Means
1	The public road to The Kembang Kuning Village can be passed easily	4.32
2	Village Tourist Information Office ready to support the visitors	4.00
3	The Government of Kembang Kuning Village provides clear local regulation for tourism	4.50
4	Kembang Kuning Village provides worship facilities for visitors	4.14
5	Kembang Kuning Village provides parking lots for visitor vehicles	3.79
6	Availability of trash cans	4.00

## CONCLUSION AND SUGGESTION

Overall, it is understood that Kembang Kuning rural destination in the perception of the visiting tourists as a good place to be visited with good attractiveness. The tourists consider Kembang Kuning as a rural destination that has some good attractions such its natural beauty and interesting culture. Meanwhile, the homestays in the rural destination were perceived as suitable accommodation for the visitors.

According to the visitor's perception captured by this research, the Kembang Kuning has some weaknesses that are:

1. low cleanliness
2. no public transportation
3. shopping, sports, and recreation facilities minimal
4. parking lots minimal

To implement sustainable tourism attractiveness planning in this rural destination, the management must provide additional sanitation facilities, local transport, amenities, and parking lots. That sustainable tourism plan requires the cooperation of all stakeholders such as the West Nusa Tenggara government, the East Lombok Government, the Kembang Kuning Rural Government, Tourism-Awareness Group (Pokdarwis), the University of Mataram, and the tourism object management. The available supporting attraction, amenities, accessibility, and ancillary in the Kembang Kuning Rural Tourism should be increased and maintained continuously. In addition, it requires

creativity and innovation, and good service quality to preserve the differences between this village and others.

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