

The Influence of Tourism Awareness Work Culture on Community Satisfaction Visiting Aie Manih Beach, Padang, West Sumatra

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ABSTRACT

The need for tourism at this time is something that is needed by various individuals, families and communities. One of the efforts to increase the satisfaction of visiting people is to build a tourism-aware work culture among the tourism apparatus and community in a tourist location. The formulation of the problem in this study are; Is there an influence of the tourism awareness work culture of the tourism apparatus and the tourist community on the satisfaction of the people visiting tourist sites in West Sumatra?. The research method is quantitative by distributing questionnaires to respondents who were selected by purposive and incidental sampling. Respondents related to the apparatus in the city of Padang as many as 39 people, the tourism community at tourist sites as many as 37 people, and the people visiting as many as 213 people. The results obtained in this study are the results of each independent variable, so it appears to have a significant influence on Y. The magnitude of the influence is; Simultaneously, the influence of the variables of the tourism conscious work culture of the apparatus and the tourist community on the satisfaction of the visiting community was 66.5% with a TCR result of 88.6% with a very good category at the Aie Manih Beach location; Simultaneously, the influence of the variables of the tourist community on the satisfaction of the visiting people is 64.6% with a very good TCR result of 91.6% and the satisfaction of the visiting community has a correlation of 36.0% with a TCR result of 84.2% with a very good result. Work culture on the satisfaction of visiting people has a significant value of 0.000 at the Aie Manih Beach location.

Keywords: Tourism Awareness Work Culture; Aie Manih Beach; Apparatus; Community.

INTRODUCTION

The need for tourism at this time is something that is needed by various individuals, families and communities. This is intended to relieve stress, release tension and get a new atmosphere that is refreshing and entertaining, after they undergo various daily routine activities that have drained a lot of energy and energy. In addition, activities in the tourism sector can also be a source of income for various parties, including increasing regional and state revenues, providing fields for various groups of people, especially the tourism community. In general, visitors to a tourist location carry out various forms of shopping transactions whose value is very beneficial to various parties involved in the tourism industry.

For this reason, it is very important for the government, local governments to build a tourism-aware work culture among the community at tourist sites, in the tourism community, also among government officials, local governments whose scope of duties and functions include culture and tourism. Lin et al. (2019) say that tourist hospitality (tourist friendliness) is

affected by the response from all parties from the destination, and it is very important to recognize this responsibility. Hospitality is a relationship and process between guests and hosts. West Sumatra is one of the tourist destinations with culture and such stunning natural beauty, the beaches are so beautiful, the people are so friendly, and also the culinary tourism is so famous. The city of Padang as the capital city and the center of government has better infrastructure than other cities in West Sumatra and should be able to make people visit.

However, the problem with tourism in the city of Padang is that people who visit the city of Padang are only limited to a stopover. One traveler website stated that people who visited Padang were only a stopover and would later continue their journey to the City of Bukittinggi or Mentawai. While the tourism potential of the city of Padang is quite a lot, both natural and cultural tourism. Another problem is the lack of tourism supporting facilities followed by improving the quality of tourist objects and attractions such as cleanliness, maintenance, maintenance of tourist objects and attractions. Often the development and arrangement of a tourist attraction by the government or tourism manager lacks maintenance and care. Referring to several previous research findings, it is necessary to develop a tourism development that can increase tourist satisfaction so that the intention to return will increase, and also can be a form of promotion of word of mouth communication by people who have (Amir et al., 2015; Kong & Loi, 2017).

To increase the interest in visiting tourists again, the local government and tourism managers must provide various appropriate supporting facilities, such as transportation facilities, roads to the location, including lodging and hotels for lodging of visitors/tourists who are able to make tourists. In addition, innovation efforts are also needed so that the participation of the community around tourism development in forming an image of happiness for the people who visit the tourist attraction (Buhalis & Amaranggana, 2015; Burns & Howard, 2003; Hall & Jenkins, 1995; Husain et al., 2018; Kamdi et al., 2018; Lee et al., 2009).

In addition, it is also necessary to increase a positive work culture among the apparatus that supports various aspects of the tourism sector for the convenience of visitors/tourists such as the friendliness of the community in the tourist attraction area, the availability of adequate instructions or information regarding tourist areas and other supporting facilities, adequate lighting, parking facilities, culinary arts, all of which must be owned by human resources and understanding and awareness of the work culture of tourism that can increase visitor satisfaction based on initial observations made by the research team at Aie Manih Beach tourist sites, the problems that arise include complaints from tourist visitors, the lack of friendliness of the community at tourist sites, lack of directions and directions for tourist sites that serve as guidelines for visitors, both physically and physically. online, lack of initiative among officials involved in tourism to seek to improve a work culture that can provide visitor satisfaction, for example less responsiveness in responding to visitor complaints, less friendly parking attendants and parking attendants suspected of being categorized as "wild" parking (not official officers).

In addition, there is a lack of structuring of tourist sites in a sustainable manner, including efforts to maintain the cleanliness of existing facilities and infrastructure, including regarding hygiene and waste issues, with the assumption that the decline in environmental quality is the result of very low public awareness marked by littering; toilets (WC/water closet), a resting place at the location, the alleged presence of individuals who commit acts of thuggery so that

visitors are not comfortable, the number of buskers who disturb the comfort. Another problem is that there is still a lack of coordination between OPDs in building a culture of conscious work.

This can be seen in the field, there is almost no coordination and synergy between regions. In fact, development tour and this tourism improvement involves many components including related OPD, for example the coastal tourism area involves tourism OPD, culture OPD, disaster management OPD, Hygiene OPD, health OPD, small and medium business OPD, Civil Service Police Unit OPD and security apparatus and defense agencies when improving the work culture in the tourism sector is not carried out in a systematic and sustainable manner, it can lead to a situation that causes tourist areas in West Sumatra to be less attractive to tourist visitors, this will certainly lead to a decrease in the number of tourists and a multiplier effect. (multiplier effects) that appears will experience quite serious problems.

This is one of the urgencies of this research to produce a form of recommendation in building a work culture based on local wisdom for tourism development in West Sumatra. Because tourism development cannot rely on natural resources and the environment alone, it must also be accompanied by the development of a work culture that can increase the satisfaction of the visitors so that they come again and significantly increase the number of visitors. This is because tourist satisfaction is very essential. For tourists who are dissatisfied, it will cause customer exit and in the long term it becomes something that has the potential to reduce the number of tourist visits to tourist destinations. Conversely, tourists who feel satisfied during and after traveling will create a positive image of tourism services and encourage the creation of loyalty for foreign tourists in the future, so that in the end they will have a very significant contribution to the success of the development of the tourism sector such as the number of tourists, length of stay, total tourist expenditure, demand for tourism industry products, image, and tourism industry performance (Aliah et al., 2019; Bare et al., 2020; Haedar, 2018; Nur et al., 2019; Said et al., 2017).

The policy of tourism development is an increase in the welfare of the community that can be relied upon to increase regional original income, expand employment opportunities, especially for communities around tourism objects, as well as encourage regional development and introduce nature, regional values and culture. Tourism is a product that can be offered to the market for attention, ownership, use or need. Therefore, in increasing human resources in the tourism sector, it is necessary to continue to develop and utilize existing tourism resources and potentials.

METHOD

The location of this research was carried out in the Aie Manih Beach area, Padang city, West Sumatra Province, data collection was carried out in April-September 2017. The research method used was mix methods (combination research) where the research uses a quantitative descriptive approach. The research population is the visiting people who have visited more than once and local officials. In this study, the data collection process was carried out in three stages. In the first stage, data were collected among the apparatus, and 37 samples of respondent data were obtained from the relevant regional device organizations. In Phase II, data collection was carried out among the tourism community, and 39 samples of data were obtained on the Aie Sweet beach with the technique of purposive sampling. Phase III was carried out on the

satisfaction of the visiting community as many as 213 samples at the Aie Manih beach using the technique of Accidental Sampling. The data were collected using a Likert scale questionnaire instrument that had been tested for validity and reliability and had met the requirements of the classical assumption test. Data were analyzed using analysis of variance and regression analysis. The validity of the data using source triangulation techniques and method triangulation techniques. The tourism awareness work culture indicator used is a modification of the Sapta Pesona Value contained in Article 28 letter (h) of Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan 2010-2025. Where Sapta Pesona has seven indicators, namely safe, orderly, clean, cool, beautiful, friendly and memorable, then this study tries to modify it by adding three indicators, namely polite, courteous and responsive. So that the variables and indicators of this research are Tourism Awareness Work Culture (X) as an independent variable with the indicator: Safe (X1), Orderly (X2), Clean (X3), cool (X4), Beautiful (X5), Friendly (X6), Memories (X7), Polite (X8), Polite (X9), Responsive (X10). The dependent variable is Visiting Community Satisfaction (Y) with indicators: Happy (Y1), happy (Y2), the facilities found are in line with expectations (Y3).

Availability of sophisticated and modern information (Y4), the performance of the services provided (Y5), consumer expectations (Y6). Furthermore, ANOVA analysis and regression analysis were carried out. Qualitative data was collected by means of interviews, observations, document studies, then the technique of checking the validity of the data used was using triangulation techniques, and member check. Triangulation in testing the validity of this data is defined as checking data from various sources in various ways and at various times. This field data analysis uses the Miles et al., (2014) model which includes; (1) Data Reduction; (2) Data Presentation; (3) Data verification; and (4) Drawing conclusions.

RESULT AND DISCUSSION

Result

The characteristics of the respondents of the Tourism Community in Padang City as the object of this research. Based the character of respondents who visited Aie Manih beach was based on gender, namely 22 men with a percentage of 59.5% and women with a percentage of 15 people with a percentage of 40.5%. Based on the data above, it can be seen that the tourism community that dominates Aie Manih Beach as the object of research is male with a total of 22 people.

Statistical data processing in this study was carried out using multiple linear regression analysis (multiple regression) previously the data had been tested for the prerequisites of classical assumptions. Classical assumption test includes: 1) normality test; 2) linearity test; 3) heteroscedasticity test; and 4) multicollinearity test. The classical assumption test analysis proved to meet the requirements and had passed the prerequisite test so that the data was declared eligible for analysis at the next stage, namely the regression test. The results of the regression test can be seen in the table below:

Table 1
Regression Test Results

Model	R	R Square	Adjusted R Square	Sig.
1. The influence of the work culture of the apparatus on the satisfaction of visitors to tourist attractions at Aie Manih Beach	.815 ^a	.665	.545	.000
2. The influence of the work culture of the tourism community on the satisfaction of visitors to tourist attractions at Aie Manih Beach	.804 ^a	.646	.510	.001
3. The influence of the work culture of the apparatus and the work culture of the tourism community on the satisfaction of visitors to tourist attractions on Aie Manih Beach	.600 ^a	.360	.329	.000

Based on the table above, it can be seen the influence and magnitude of the contribution of the influence of each independent variable on the dependent variable. The results of the statistical data processing test prove that each independent variable has a significant effect on the satisfaction of visitors to tourist attractions at Aie Manih Beach. This is evidenced by the acquisition of a significance value which is below <0.05 . Significant here also implies that the effect of each independent variable on the dependent variable has a real and meaningful influence. When viewed partially, the influence of the work culture of the apparatus on the satisfaction of visitors to tourist attractions at Aie Manih Beach is 54.5%, while the contribution of the partial influence of the tourism community work culture variable on the satisfaction of tourist attraction visitors at Aie Manih Beach is 51%, while the simultaneous influence can be concluded that the contribution of the influence of the apparatus work culture and the tourism community work culture to the satisfaction of tourist attraction visitors at Aie Manih Beach is by 32.9%.

The contribution of the influence given is certainly different in each variable, but it can be concluded that the largest contribution occurs in the variable of the apparatus' work culture on visitor satisfaction, with a contribution of 54.5% influence. while the simultaneous influence can be concluded that the contribution of the influence of the work culture of the apparatus and the work culture of the tourism community on the satisfaction of visitors to tourist attractions at Aie Manih Beach is 32.9%. The contribution of the influence given is certainly different in each variable, but it can be concluded that the biggest contribution occurs in the variable of the apparatus' work culture on visitor satisfaction, with an influence contribution of 54.5%. while the simultaneous influence can be concluded that the contribution of the influence of the work culture of the apparatus and the work culture of the tourism community on the satisfaction of visitors to tourist attractions at Aie Manih Beach is 32.9%. The contribution of the influence given is certainly different in each variable, but it can be concluded that the largest contribution occurs in the variable of the apparatus' work culture on visitor satisfaction, with a contribution of 54.5% influence.

Discussion

The results showed that there was a significant effect of the independent variable (X) on the dependent variable (Y). By using t-test analysis, the results of the study prove that the tourism work culture of civil servants has a partial effect on visitor satisfaction. Based on the findings above, it can be seen that the influence of the tourism awareness work culture of the apparatus on visitor satisfaction is 25.6% at the Aie Manih Beach location. simultaneously, The influence of the variable of work culture on the satisfaction of the visiting community has a significant value of 0.000 at the Aie Manih Beach location. In general, it can be seen from the findings that this tourism-aware work culture seems to have had an influence on the satisfaction of the people visiting the Aie Manih beach area. This community satisfaction can also be seen from the form of expression of people at a tourist location, as Aldri's view (2013; 2014; 2015; 2016 2017; 2019; 2021); suggest that people often display expressions on their appearance or body and facial gestures when they get satisfaction with what they do or what they hope to get. Aspects of expression of community satisfaction can be judged from the feelings described as pleasure, happiness, and affection when satisfied, on the other hand they will look annoyed, frown and swear or act in a dissatisfied way.

However, the data in table 7 above shows that safe and clean indicators are the main focus of the community visit. This sense of security is not only related to being safe from crime, but also from the aspect of their comfort, they are not disturbed by the presence of buskers and beggars who are considered "disturbing" the visiting community who is relaxed and relaxed while in the coastal area. As revealed by several visiting people who were interviewed by researchers (around August 2018) that "in terms of the scenery found in the Aie Manih coastal area, they are satisfied, but the comfort here is sometimes disturbed by the presence of buskers and people begging for alms, so a relaxed and relaxed atmosphere that is expected to be disturbed". Then they added that "it is better to arrange this monument around the legend of Malin Kundang again, so that the atmosphere can be enjoyed more because the place is not fenced so that people can pass through this monument. In addition, it is hoped that the city government will provide more trash bins in this area".

These findings show that there is a need for policies from the Padang city government in an effort to improve work culture tourism awareness for the apparatus and the tourism community in conducting raids or patrols to overcome this situation. In further development, so that there is an increase in the work culture of tourism awareness, the Padang city government should also carry out more intensive socialization efforts to community residents and visitors to clean waste areas. To increase awareness of all parties in disposing of waste in the places provided. The Padang city government must also provide adequate waste disposal facilities and carry out regular waste transportation every day. Then it needs to be done by the Padang city government structuring the legendary monument so that people can also visit to enjoy the story with more complete reliefs and a fence is made around the location of the current monument.

Although on the other hand there has been implementation of policies in improving facilities and infrastructure for the Aie Manih coastal area, including opening new access roads with adequate widths that have been carried out by the Padang city government from the direction of the Siti Nurbaya bridge, so that access to this tourist location becomes easier. On the other hand, around the opened road there has also been a lot of growth in the tourism

community so that there is a significant increase in economic growth. As the view of (Baum, 2015) that in choosing a location (including tourist sites), the community as service users or as customers uses considerations that include ease (access) or ease of access by public transportation facilities, good (visibility) namely the existence of a good location. which can be seen clearly, the location is on the traffic(traffic) or being in an area where many people pass by, the surrounding environment has support for meeting their needs. In addition, according to (Kotler, 2000), to increase community satisfaction, a system is needed to respond to complaints from interested people to submit suggestions and criticisms.

For the purposes of responding to complaints from the visiting community, the Padang city government has built a Command Center (Posko) in the Aie Manih coastal area, so that visiting people who want to submit complaints can be made in this place. In addition, in order to increase visitor satisfaction, there is also a place for observing people playing in the water on the Aie Manih beach (baywacht). Although the coast guard at this beach observation point on non-holiday days is rarely seen on guard, but on holiday days where people visit, there are people (officers from the city government or volunteers) who stand guard at the observation site.

The challenges seen in this tourist location that need to be implemented are the implementation of a policy, namely the realization of a balance of environmental protection, preservation of community culture accompanied by efforts to increase tourism that can result in an increase in community welfare. In terms of the economic potential and social contribution of these four tourist sites, sustainable tourism development can be carried out, and needs to be one of the strategic priorities both in the medium and long term, so that the economic, social and cultural benefits of the tourism sector can be maintained along with efforts to avoid disruptive impacts. environment, social and cultural life of the local community.

Awareness in building a tourism-aware work culture is a form of policy that includes cross-sectoral activities. Because this business is essentially based on five aspects, namely; socio-cultural, environmental, economic, bureaucratic support and community participation. Thus, the concept of this developed policy can minimize the negative impacts of the tourism sector, and be able to increase the welfare of the local community and other tourism- related actors. This increase can only be realized if there is an increase in visitors, so that the tourist area becomes an attractive destination and visitors often return to visit accompanied by economic transactions that can improve the welfare of the local community.

Strengthening in the form of digital governance is also important by local governments so that the tourism sector is able to bring in a significant number of tourist visitors from abroad. To boost the performance of the tourism sector and accelerate the growth of this sector significantly in the current era, it cannot only rely on conventional promotions, but it is necessary to have policies using digital media that are pro-active and innovative, carry out tourism promotion intensively, in addition to continue to spur infrastructure development, especially those that have an impact on increasing tourism competitiveness.

CONCLUSION

Overall, in the simultaneous test, it appears that the tourism awareness work culture among the tourism apparatus and community towards the satisfaction of the community visiting

Aie Manih beach tourism sites has been adequate because the test results show a figure of 64.6%. However, each test data is still quite adequate because it is below 50%, among the things that stand out from the results of processing data on the satisfaction of visiting people are related to safe and clean indicators. For this reason, it is necessary to develop a tourism-aware work culture policy in a sustainable manner so that there is social interaction that is conducive to the development of the tourism sector. Thus, the tourism sector in this location is able to significantly improve the welfare of the local community.

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