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Research Article

MEASUREMENT OF TOURIST SATISFACTION BASED ON BEACH ATTRACTION PRODUCT ATTRIBUTES

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ABSTRACT

One source of information needed to advance tourism in coastal 19 actions is to look at the needs, desires, and preferences of tourists through the approach of consumer satisfaction. Consumer satisfaction is a critical concept in marketing and consumer research. The development of customer satisfaction research and award awards for the company's success in achieving the highest National Customer Satisfaction Index also contributed to increasing service provider and consumer awareness of the importance of customer satisfaction.

The study was conducted in Pangandaran Beach and Pelabuhan Ratu Beach attractions. The analytical tool used is the Importance-Performance Matrix, Structural Equation Model (SEM), and the M¹³-Whitney test.

The purpose of this study was to determine the attributes of beach tourism products in the Importance-Performance Matrix diagram. Second, Determine the dimensions of beach tourism objects in shaping tourist satisfaction. Third, compare the level of tourist satisfaction at Pantai Pelabuhan Ratu and Pangandaran Beach.

The results showed that attractions, accommodation, transportation, food and services, other facilities, as well as the image and perception of tourists are crucial in measuring the level of tourist satisfaction both at Pangandaran Beach and at Pelabuhan Ratu Beach. However, in testing the differences in the level of satisfaction in the two beach tourism objects showed a difference in Natural View, Hotel Facilities, Taxi Facilities, Rental Vehicle Facilities, Restaurant Facilities, Bar Facilities, and the image and perception of tourists.

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INTRODUCTION

Indonesian tourism is one of the sectors in development in the fast-growing 28 nomy and the fourth largest foreign exchange earner after foreign exchange earnings from the oil and gas, coal and palm oil industries (BPS Indonesia: 2016). The contribution of tourism to the country's foreign exchange from year to year is increasing. This is reflected in the ranking of Indonesia's export structure which shows that in the last three years, namely in 2013 the tourism sector contributed US \$ 10,054.15 million with 8,802,129 foreign tourists, in 2014 US \$ 11,166.13 million with foreign tourists 9,435,411 people, and in 2015 amounted to 12,225.89 million with the number of foreign tourists entering approximately 10,406,759 people so that the position of the tourism sector experienced a significant increase (Statistical Arrival, 2016).

The coast of Pelabuhan Ratu, Sukabumi Regency and Pangandaran Beach, Pangandaran Regency are the leading beach tourism objects in West Java. In conjunction with the development of coastal tourism (tourism development), the availability of information from a variety of coastal tourism products is needed as a basis for decision making, such as attraction, accommodation, transportation, food and beverages, and other facilities. One source of information needed to advance tourism on the beach is to look at the needs, desires, and preferences of tourists through the approach of tourist 10 sfaction. According to Peter and Olson (2005: 34-152), consumer satisfaction is a critical concept in consumer marketing and research, generally arguing that if consumers are satisfied with a product, service or brand, they will prefer to continue buying and tell people other than his experience. The development of customer satisfaction research and award awards for the company's success in achieving the highest

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National Customer Satisfaction Index also contributed to increasing service provider and consumer awareness of the importance of customer satisfaction. Consumer satisfaction is very important for service-based businesses such as tourist attractions (Matear, Osbourne, Garret & Gray, 2002; Oliver, 1994; Otto & Brent Richie, 1996; Pearce & Moscardo, 1998; Marks, 2000). Existing research has given much confidence that consumer satisfaction is a function of expectations associated with several important attributes and assessments of performance attributes (Martilla, J.A., and James, J.C., 1977; Oliver, R.L., 1997). In this perspective, customer satisfaction is defined by the assessment of customer post-purchase services delivered and comparison of customer expectations and actual service experience (Spreng and Pröge, 2001; Higgs et al., 2005; Del Bosque et al., 2008). Existing literature shows that customer satisfaction can be determined by a series of elements including the quality of objective tourism/service products. The purpose of this paper is: First, determine the attributes of beach tourism products on the importance-performance matrix diagram. Second, Determine the dimensions of beach tourism objects in shaping tourist satisfaction. Third, compare the level of tourist satisfaction at Pantai Pelabuhan Ratu and Pangandaran Beach.

LITERATURE REVIEW

Medlik and Middleton (1985) in Yoeti (2006), argued that the tourism industry product is the whole form of service enjoyed by tourists since he left the place where he usually lives, while in the tourist destination he visited until he returned to the city of residence beginning. Whereas Victor T.C. Middleton (1988) in Yoeti (2006) argues that the tourism industry product is a package or package consisting of tangible and intangible components, which can be used for activities in tourist destinations and the package will be seen or witnessed by tourists as an experience that can be bought at a certain price. Weaper and Oppermann (2005) argue that tourism is a number of symptoms and relationships arising from interactions between tourists, companies that provide services to tourists, the government, the community acting as host, home government, universities, local universities, and non-governmental organizations in the process of attracting, transporting, hosting and managing these tourists and other visitors.

Tourism Products

There are several opinions regarding the collection of several products (Product Mix) produced by various companies where the functions and forms of service are different from each other. Weaver and Oppermann (2005) suggest that tourism products can be defined as a combination of Tourist Attraction and Tourist Industry. Tourist Attraction is the general and specific features of a destination that attracts tourists, which include Natural, such as natural scenery, ocean views, beautiful beaches, mountains, caves, and Culture, such as museums, old buildings, historical heritage monuments. Whereas Tourist Industry is a business activity that provides goods and services whole or in large part for tourist consumption, including Travel Agencies, Transportation, Accommodation, Food, and Beverage Outlets, Tour Operators, and Merchants. Travel Agencies are business activities that provide retail travel services to customers on behalf of other tourism industry

sectors. Transportation, a business that involves transportation from tourists by airplane, road, rail or water. Accommodation is a facility used by tourists to stay temporarily in a tourist destination. Food and Beverage Outlets is a facility provided by the restaurant in the form of food and drinks. Tour Operators, are providing service packages for tourists which include a combination of accommodation, transportation, restaurants, attractions, and others. Merchandise, merchandise related to tourism and can be purchased at the destination. For example souvenirs, duty-free items, tourism guides.

Goei et al. (2006) proposed tourism products with the term The Operating Sectors of the Tourism Industry, which include Transportation sectors consisting of air transport, land transportation, Accommodation Sectors consisting of hotels, motels, apartments, villas, inns., Food Services Sectors include restaurants, homes food, fast food, Attraction Sectors include museums, mountains, scenery, seashore. Events sectors, festivals, sports matches, religious. Adventure and Outdoor Recreation Sectors, including sports activities such as golf, mountain biking, tennis, water skiing, and others, Entertainment Sectors, entertainment. Travel Trade Sectors and Tourism Services include Retail Travel Agents and Wholesale Tour Operators, Retail Services, Financial Services, Specialized Consulting Services, and Tourism Educators. Yoeti (2006) suggests five main components that constitute the total products of the tourism industry, namely (1) Destination Attractions, the attractiveness of a Tourist Destination Region, which is a motivation for tourists, to choose a particular Tourist Destination Area to visit, including a). Natural Attraction, b). Building Attractions, c). Cultural Attractions, d). Social Attractions; (2) Destination Facilities and Services, all facilities whose function is to meet the needs of tourists who are staying for a while in the Tourist Destination Areas they visit, include a). Accommodation; b). Restaurants; c). Transport; d). Sport and Activity; e). Other Facilities; f). Retail Outlets; g). Other Services; (3) Accessibilities of the Destination, elements of convenience provided for tourists to visit and for that they must pay a fair price, including a). Infrastructure; b). Equipment; c). Operation Factors; d). Government Retranslocation; (4) Image and Perception of the Destination, Image for a Tourist Destination Area is strongly influenced by the variety of products (tourist objects and attractions) available in the relevant Tourist Destination Area. Image owned by a Tourist Destination Area greatly affects prospective tourists to determine whether to buy a tour package or not to buy a tour package offered by a Travel Bureau (BPW). For example Image Bali as the nickname of the Island of the Gods, Image China wants to see the awesome "The Great Wall"; (5) Price of the Consumer, the price or cost for travel is relatively large. People will not spend money on travel if household and family education needs have not been met. In other words, people who travel are people who have more money that will not affect household life.

Of the several components of the tourism industry products, there are many similarities, therefore in this study, the author tries to examine Accommodation, Transportation, Attraction, Food and Beverage, Other Facilities, Image and Perception of the Destination (Lumsdon: 1997; Yoeti: 2006). These various components are assessed and analyzed based on the perception of tourists in their level of satisfaction, as stated Yoeti (2006)

that the tourism industry is an economic unit that provides services to provide satisfaction to meet the needs of tourists or related to it and can further be distinguished, among others: (1) Object-Oriented Enterprises, such as hotels, restaurants, transportation; (2) Subject Oriented, companies that are heavily involved or related to tourists, tourist objects and attractions such as travel agents, or tour operators. Chan, Cui (2002) argues that the more fundamental level should be products, both commodities, and services. According to Yin (1999), customer satisfaction at the product level (Product-Level Customer Satisfaction) can be defined as a response to the evaluation of perceived differences between certain comparative standards (eg expectations before purchase) and perceptions of product performance.

Tourist Satisfaction

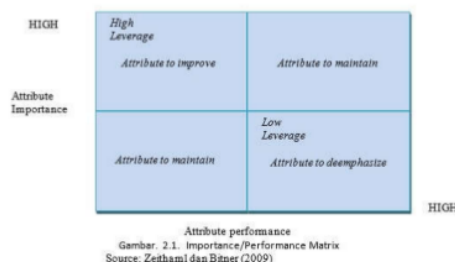
Satisfaction can be interpreted as an effort to fulfill something or make something adequate. Giese and Cote (2000) suggest that several definitions of customer/tourist satisfaction varies and even differ from one another. But found similarities in three components, namely: 1). Customer satisfaction is a response (emotional or cognitive); 2). The response concerns a particular focus; 3). Responses occur at specific times (after consumption, after selection products or services, based on experience). Giese and Cote propose a definitional framework for developing definitions of customer satisfaction that are specific to a particular context. Based on the definitional framework, customer satisfaction is a summary of various affective response intensities. The type of affective response and the level of intensity that the customer might experience must be explicitly defined by the researcher, depending on the research context; (2) Within a specific determination time and duration are limited. The researcher must determine the determination time that is most relevant to the research problem and identify the possible duration of the response; (3) Which is aimed at important aspects in the acquisition and / or consumption of the product. The researcher must identify the focus of the research based on the research question or managerial problem being faced.

According to Vavra (2002), that satisfaction is an emotional response to the customer in evaluating the discrepancy of perceived experience with / and expectations of the organization and its products and the achievement of real experiences as feeling after interacting with the organization and consuming its products. Oliver (1997) suggests that the satisfaction definition of "The consumer's fulfillment response", namely the assessment that the product or service feature, or the product / service itself, provides a level of fulfillment related to pleasant consumption, including the level of under-fulfillment or over-fulfillment. According to Kotler (2003) that customer satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the perception / impression of the performance (or results) of a product and its expectations.

These opinions expressed that satisfaction is a function of perception / impression of performance and expectations. Perceived Performance is defined as a belief about the services experienced. Spreng et.al. (1996) define beliefs regarding product-level attributes, attributes or outcomes. Likewise, Oliver (1997) formulated it as a perception of the number of attributes or services from the results received. Stanton (2006)

suggests that perception can be defined as the meaning that we attribute based on past experiences, stimuli (stimuli) that we receive through the five senses. Schiffman and Kanuk (2005) suggest that perception is defined as the process by which individuals choose, organize, and interpret stimuli into an integrated and meaningful picture. A stimulus (stimulus) is a unit that stimulates one or more of the five senses which includes sight, smell, taste, touch, and hearing. Tourists cannot accept all the stimuli in their environment. Therefore, they can determine which stimuli should be considered and which should be ignored. The recognition of an object, obviously, movement, intensity is something that influences the perception to identify the product, so that consumers give an interpretation of the stimuli they receive.

In the context of tourist satisfaction, tourist expectations play an important role as a standard of comparison in evaluating satisfaction. Tjiptono and Chandra (2005) suggest that expectation is a belief, an individual's prior trust, about what should happen in a particular situation. According to Zeithaml (1981; Bitner (2009), customer expectations are customer beliefs before trying or buying a product, which is used as a standard or reference in evaluating the performance of the product concerned. Santos and Boote (2003) identified 56 definitions of customer expectations. They classify the definitions into 9 groups arranged in a hierarchy of expectations, from highest to lowest which include: 1). Ideal Expectation, 2). Normative Expectation, 3). Desired Expectation, 4). Predicted (Will) Expectation, 5). Deserved (Want) Expectation, 6). Adequate Expectation, 7). Minimum Tolerable Expectation, 8). Intolerable Expectation, and 9). Worst Imaginable Expectation. Of the nine types, only Predicted (will) Expectation is the most widely used in the literature of service quality and customer satisfaction (Rust, et al.: 1996; Santos and Boote: 2003). According to them that Predicted (will) Expectation is the level of performance that is anticipated or expected by consumers to be received, based on all the information he knows. Or also defined as the level of performance that will likely occur in subsequent interactions between customers and companies (Oliver, 1981; Zeithaml et.al: 2009). One technique to measure customer satisfaction (in this case tourist satisfaction) is to use Importance and Performance Matrices, which is an analysis tool used in Marketing Research (Zeithaml et.al: 2009). In its application, an Importance and Performance Matrices diagram is used as follows.



RESEARCH METHODS

The study was conducted on several archipelago tourists who visited the attractions of Pelabuhan Ratu Beach and Pangandaran Beach in 2017. The product attractions examined included Attractions, Accommodation, Transportation, Food

and Beverage, Other Facilities, and Imagery. The research methods used are two survey methods namely a descriptive survey and an explanatory survey to gather information from several tourists as users of beach tourism services. This study uses data obtained at a certain time (cross-sectional).

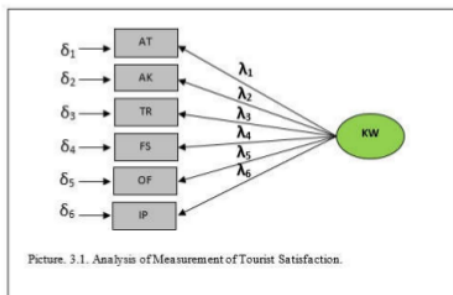
Operationalization of Variables

The variable that will be used in this study is tourist satisfaction is the suitability of performance with expectations. As for the forming of the variables used in this study include (1) Attraction, which consists of indicators of natural scenery, sea felling, beach beauty; (2) accommodation, which consists of indicators of hotel facilities, motel facilities, lodging facilities; (3) transportation, which consists of indicators of inter-city vehicle facilities, taxi facilities, vehicle rental facilities; (4) food and beverage, which consists of indicators of restaurant facilities, restaurant facilities, bar facilities; (5) Other Facilities, which consist of indicators of telephone facilities, health facilities, financial and banking facilities; and (6) Image and Perception of the Destination, which consists of indicators of tourists' impressions and perceptions.

Population and Sample

The population of the unit of analysis of this study are all tourists who travel to Port Ratu and Pangandaran beach attractions. While the sampling technique is a process of selecting an adequate number of elements of the population, to study and understand the characteristics of the sample, so that it will be possible to carry out the generalization of these elements in the population (Now: 2006).

The number of sample members of each coastal tourism object is determined by 200 respondents, while the test equipment to be used is Structural Equation Modeling (SEM) (Hair et.al:1998, Achmad, Hope: 2003) with the following research paradigms.



Caption: AT = Attractions, AK = Accommodation, TR = Transportation, FS = Food and Services, OF = Other Facilities, IP = Image and Perception of the destination, KW = Tourist Satisfaction, δ = Measurement error of exogenous latent variables, λ = Relationship between exogenous latent variables to the indicators.

Hypothesis 1: Tourist satisfaction is determined by attractions, accommodation, transportation, food and services, other facilities, and Image and perception.

Hypothesis 2: there are differences in the level of satisfaction of tourists in Pelabuhan Ratu Beach and Pangandaran Beach.

DISCUSSION

Descriptive Analysis

This descriptive analysis of qualitative data focuses on the factors that determine tourist satisfaction. In this way, the researcher can carry out a clear explanation to obtain a picture of tourist responses to the essence of the research material comprehensively. One technique to measure customer satisfaction (in this case tourist satisfaction) is to use Importance and Performance Matrices, an analysis tool used in Marketing Services (Zeithaml and Bitner: 2009). There are two aspects to the use of the analysis tool, Importance, and Performance. The level of customer importance (Importance) is measured about what the company should be doing to produce high-quality products or services according to customer perceptions. Meanwhile, performance is related to what tourists feel when using beach tourism products.

Table 4.1 Level of Performance and Interests of Tourists at Pelabuhan Ratu Beach and Pangandaran Beach

Code	Indicator	Pel Ratu (P.T)	Pangandaran (P.T)	Code	Indicator	Pel Ratu (P.T)	Pangandaran (P.T)
Attractions							
a.	Seaview	1.13	1.03	j.	Restaurant	0.97	1.03
b.	Beach Beauty	0.99	1.00	k.	Bar facilities	0.94	1.03
c.	Hotel facilities	0.98	1.06	l.	Other Facilities	0.93	1.00
d.	Motel facilities	0.98	1.05	m.	Telephone facilities	1.03	1.02
e.	Lodging facilities	0.97	1.03	n.	Medical facilities	1.03	1.04
f.	Inter-city vehicle facilities	1.03	1.01	o.	Keuangan, bank	1.07	1.04
Transportation							
g.	Inter-city vehicles	0.98	1.01	p.	Image and Perception	1.03	0.97
h.	Taxi	0.95	1.00				
i.	Vehicle rental	0.96	1.06				

By looking at the table. 4.1. shows the comparison between the level of performance with the level of importance of several indicators of the Port Ratu beach tourism product. If the value of the comparison of the level of performance (P) with the level of importance (I) exceeds one, it means that tourists can feel the various facilities exceed their expectations, or are more satisfied with the facilities. As for other facilities which include Seaview, Beach Beauty, Hotel Facilities, Motel Facilities, Inter-city Vehicles, Taxi and Vehicle Rental Facilities, Restaurant Facilities, Restaurant Facilities, and Bar Facilities that have a comparative level of performance results with less than or near importance one, it means that tourists can feel the various facilities are not in accordance with their expectations or feel less satisfied with these facilities.

For Pangandaran beach tourism product indicator shows that Natural scenery, Sea view, Beach beauty, Hotel amenities, Motel facilities, Lodging facilities, Inter-city vehicle facilities, Taxi facilities, Rental vehicle facilities, Restaurant facilities, Restaurant facilities, Bar facilities, Facilities The telephone, health facilities, and financial and banking facilities have a value comparing the performance level with a level of importance that exceeds one meaning that tourists can feel the various facilities exceed their expectations, or are more satisfied with the facilities. The image facilities and perceptions of tourists have the value of the results of the comparison of the level of performance with a level of importance less than or close to one, meaning that tourists can feel the various facilities are less in line with expectations or feel less satisfied with the image.

Importance and Performance Matrix of Pelabuhan Ratu Beach. Based on the calculation results of each indicator the position can be determined in the matrix diagram of the level of importance and performance as follows.

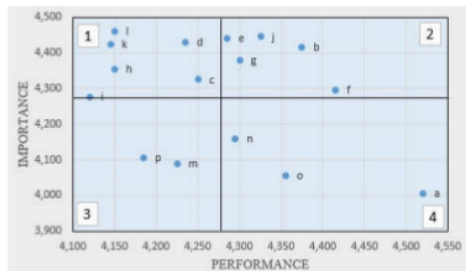


Figure 4.1. Importance Performance Matrix for Pelabuhan Ratu Beach

Quadrant 1. (Attribute to improve) is an area that contains factors that are considered important by the customer but in reality, these factors are not as expected (level of satisfaction is still very low). These factors include the beauty of the beach, hotel facilities, taxi facilities, vehicle rental facilities, restaurant facilities, bar facilities.

Quadrant 2. (Attribute to maintain) is an area that contains factors that are considered important by customers and factors that are considered by customers between what they expect are following what they feel so that the level of satisfaction is relatively high. These factors include sea views, motel facilities, lodging facilities, inter-city vehicle facilities, restaurant facilities.

Quadrant 3. (Attribute to maintain) is an area that contains factors that are less important by the customer and in fact, the performance is not too special. These factors include telephone facilities, impressions, and perceptions of beach attractions.

Quadrant 4. (Attribute to deemphasize) is an area that contains factors that are considered less important by customers and is felt to be too excessive. These factors include natural scenery, health facilities, financial and banking facilities.

Factors Forming Tourist Satisfaction of Pelabuhan Ratu Beach

First Hypothesis: Tourist satisfaction is determined by attractions, accommodation, transportation, food and services, other facilities, and image and perception.

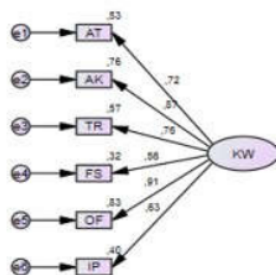


Figure 4.2 Analysis of Measurement of Tourist Satisfaction Level at Pelabuhan Ratu Beach

The measurement of tourist satisfaction includes six dimensions, namely Attractions, Accommodation, Transportation, Food and Services, Other Facilities, and Image and Perception. Based on the calculation of the factor loading of the six dimensions, the figures are above 0.5, some are even above 0.7. This can indicate that the construct of tourist

satisfaction is explained by the six dimensions, while the VE value of $0.5652 > 0.5$ indicates the existence of convergence among indicators to explain the construct. Construct reliability or CR obtained $0.9082 > 0.70$ means that the construct reliability is quite good.

Importance and Performance Matrix of Pangandaran Beach

Based on the calculation results of each indicator the position can be determined in the matrix diagram of the level of importance and performance as follows.

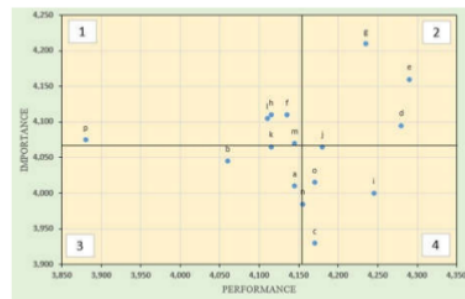


Figure 4.3. Importance Performance Matrix for Pangandaran Beach

Quadrant 1. (Attribute to improve) is an area that contains factors that are considered important by the customer but in reality, these factors are not as expected (level of satisfaction is still very low). These factors include lodging facilities, taxi facilities, bar facilities, telephone facilities, impressions and perceptions on beach attractions.

Quadrant 2. (Attribute to maintain) is an area that contains factors that are considered important by customers and factors that are considered by customers between what they expect are following what they feel so that the level of satisfaction is relatively high. These factors include hotel facilities, motel facilities, inter-city vehicle facilities.

Quadrant 3. (Attribute to maintain) is an area that contains factors that are less important by the customer and in fact, the performance is not too special. These factors include natural scenery, seascape, restaurant facilities.

Quadrant 4. (Attribute to deemphasize) is an area that contains factors that are considered less important by customers and is felt to be too excessive. These factors include the beauty of the beach, vehicle rental facilities, restaurant facilities, health facilities, financial and banking facilities.

Factors forming Pangandaran Beach Tourist Satisfaction

First Hypothesis: Tourist satisfaction is determined by attractions, accommodation, transportation, food and services, other facilities, and image and perception.

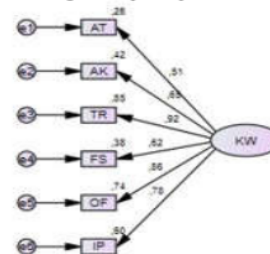


Figure 4.4 Analysis of Measurement of Tourist Satisfaction Level at Pangandaran Beach

The measurement of tourist satisfaction includes six dimensions, namely Attractions, Accommodation, Transportation, Food and Services, Other Facilities, and Image and Perception. Based on the calculation of the factor loading of the six dimensions, the figures are above 0.5, some are even above 0.7. This can indicate that the construct of tourist satisfaction is explained by the six dimensions, while the VE value of 0.5436 > 0.5 indicates the convergence of indicators to explain the construct. Construct reliability or CR obtained 0.873 > 0.70 means that the construct reliability is quite good.

Differences in the level of Tourist Satisfaction at Pantai Pelabuhan Ratu and Pangandaran Beach

Before a different test of each indicator and dimension is carried out, a normality test is needed to see the distribution of data. The data used in this study were 400 tourists, consisting of 200 tourists from Pelabuhan Ratu Beach and 200 tourists from Pangandaran Beach.

Based on the test results with the Kolmogorov-Smirnov test, it shows that the data are not normally distributed both for the Port Ratu Beach tourist data and Pangandaran Beach tourist data (p-value < 0.05). Therefore the difference test used in this calculation is the Mann-Whitney test.

Second hypothesis: there are differences in the level of satisfaction of tourists in Pelabuhan Ratu Beach and Pangandaran Beach.

The results of the analysis of each of the indicators of beach tourism shows the differences and similarity in the level of satisfaction in the two beach attractions. This can be seen in the following table.

Table 4.2. Difference Test Results of Indicators in Pangandaran Beach and Pelabuhan Ratu Beach

Code	Indicator	Test Result	Conclusion	Code	Indicator	Test Result	Conclusion
	Attractions				Food and Services		
a.	Panorama	0.001	Different	j.	Restaurant	0.070	Sama
b.	Ocean View	0.311	sama	k.	Restaurant	0.004	Berbeda
c.	Beach Beauty	0.002	Berbeda	l.	Bar facilities	0.002	Berbeda
	Accommodation				Other Facilities		
d.	Hotel facilities	0.000	Berbeda	m.	Telephone facilities	0.530	Sama
e.	Motel facilities	0.002	Sama	n.	Medical facilities	0.635	Sama
f.	Lodging facilities	0.176	Sama	o.	Kesugan / bank	0.185	Sama
	Transportation				Image and Perception		
g.	Inter city vehicles	0.303	Sama	p.	Image and Perception	0.012	berbeda
h.	Taxi	0.046	Berbeda				
i.	Vehicle rental	0.000	Berbeda				

From Table 4.2. shows the results of different test indicators on the two coastal tourism. The Attraction dimension explains the difference in attractiveness in the natural scenery and beauty of the beaches at Pangandaran Beach and Pelabuhan Ratu Beach. This is shown by the different characteristics of nature that support it, while the beauty of the beach there is also a significant difference and is shown by the slope and benefits of each beach where Pangandaran Beach is more gentle and more beneficial for tourists to swim and sail. For sea views do not show significant differences. As for the accommodation dimension, there is a significant difference in hotel facilities felt by tourists where hotel facilities on Pangandaran Beach can provide higher satisfaction compared to Pelabuhan Ratu Beach. For motel facilities and lodging facilities in the two beach attractions do not show any significant differences. As for the transportation dimension, there is a significant difference in inter-city vehicle facilities that tourists perceive where the facilities at Pangandaran Beach can provide higher service satisfaction compared to Pelabuhan Ratu Beach. For taxi facilities and vehicle rental facilities in the two beach

attractions do not show any significant differences. For the dimensions of food and services explain the differences in restaurant facilities and bar facilities in the two beach tourism objects, Pangandaran Beach can provide higher satisfaction compared to the queen harbor beach. While the restaurant facilities showed no significant difference between the two beach attractions. In the dimensions of other facilities which include telephone facilities, health facilities, as well as financial and banking facilities, there is no significant difference. And for the images and perceptions of tourists to the two beach attractions show a significant difference because each of these attractions has its characteristics.

CONCLUSION

From the calculation above shows that attractions, accommodation, transportation, food and services, other facilities, as well as the image and perception of tourists are crucial in measuring the level of tourist satisfaction at Pangandaran Beach and Pelabuhan Ratu Beach. However, in testing the differences in the level of satisfaction in the two beach tourism objects showed a difference in Natural View, Hotel Facilities, Taxi Facilities, Rental Vehicle Facilities, Restaurant Facilities, Bar Facilities, and the image and perception of tourists.

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