

UNDERGRADUATE THESIS

**THE INFLUENCE OF ATTRACTIONS, AMENITIES, AND
ACCESSIBILITY ON VISITOR SATISFACTION IN
PENGLIPURAN VILLAGE AS A SUSTAINABLE TOURISM
VILLAGE**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program
in Politeknik Negeri Bali**



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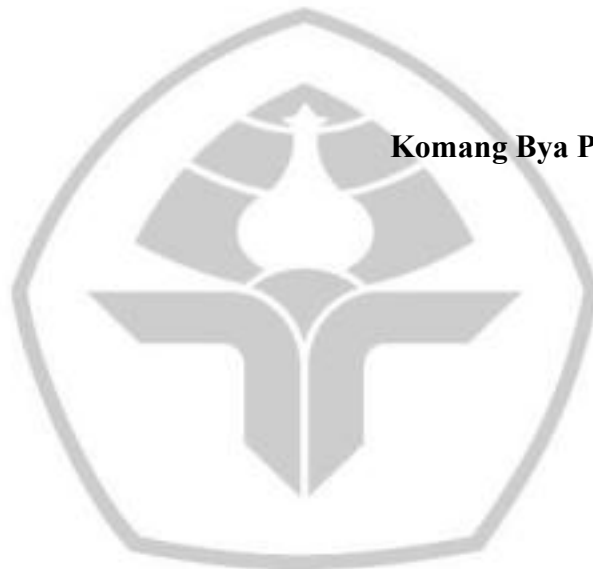
This undergraduate thesis was prepared to fulfil one of the requirements to achieve the Applied Bachelor's degree in the DIV Tourism Business Management Study Program, Politeknik Negeri Bali. This research is a form of concern for sustainable tourism development, especially in improving the quality of management of attractions, amenities, and accessibility to support visitor satisfaction in Penglipuran Village as a leading tourist destination. Hopefully, the results of this research can provide benefits for the development of science, the academic world and tourism management in the future. With gratitude, the author will express special appreciation for those who have guided while completing this undergraduate thesis and they are:

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Writer

Komang Bya Putri Megantari



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ABSTRACT

Megantari, Komang Bya Putri, 2025. The Influence of Attractions, Amenities, and Accessibility on Visitor Satisfaction in Penglipuran Village as a Sustainable Tourism Village. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

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Keywords: Visitor Satisfaction, Attractions, Amenities, Accessibility, Sustainable Tourism.

For years, Bali has been recognized as a global tourism centre that has developed community-based tourism since the early 2000s. Currently, there are around 294 operational and developing tourist villages in Bali that adopt sustainable tourism principles based on the *Tri Hita Karana* philosophy. One of the villages implementing this concept is Penglipuran Village. As a sustainable tourist village, aspects such as attractions, amenities, and accessibility play a crucial role in influencing visitor satisfaction. This study aims to analyse the effect of these three variables on visitor satisfaction in Penglipuran Village using a quantitative approach. Data were collected through questionnaires distributed to 68 respondents, selected using Cochran's formula. However, only 62 responses were used due to outliers. The data were analysed using multiple linear regression with IBM SPSS Statistics 27. The results show that attractions and accessibility have a positive and significant effect on visitor satisfaction, while amenities do not. The coefficient of determination (R^2) is 0.555, meaning that 55.5% of the variation in visitor satisfaction is explained by the three variables. Among them, attractions have the most significant positive effect. These findings highlight the need to strengthen attractions and accessibility in supporting sustainable tourism and improving visitor satisfaction in Penglipuran Village.

ABSTRAK

Megantari, Komang Bya Putri, 2025. Kepuasan Pengunjung Terhadap Atraksi, Fasilitas, Dan Aksesibilitas Di Desa Penglipuran Sebagai Desa Pariwisata Yang Berkelanjutan. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Skripsi ini telah disetujui dan diperoleh oleh Pembimbing I: Elvira Septevany, S.S., M.Li dan Pembimbing II: Putu Gita Suari Miranti, S.Si, M.Si

Kata kunci: Kepuasan Pengunjung, Atraksi, Amenitas, Aksesibilitas, Pariwisata Berkelanjutan.

Selama bertahun-tahun, Bali telah diakui sebagai pusat pariwisata global yang mengembangkan pariwisata berbasis komunitas sejak awal tahun 2000-an. Saat ini, terdapat sekitar 294 desa wisata yang beroperasi dan sedang berkembang di Bali yang mengadopsi prinsip pariwisata berkelanjutan berdasarkan filosofi Tri Hita Karana. Salah satu desa yang menerapkan konsep ini adalah Desa Penglipuran. Sebagai desa wisata berkelanjutan, aspek-aspek seperti atraksi, fasilitas, dan aksesibilitas memainkan peran krusial dalam mempengaruhi kepuasan pengunjung. Penelitian ini bertujuan untuk menganalisis pengaruh ketiga variabel tersebut terhadap kepuasan pengunjung di Desa Penglipuran menggunakan pendekatan kuantitatif. Data dikumpulkan melalui kuesioner yang dibagikan kepada 68 responden, yang dipilih menggunakan rumus Cochran. Namun, hanya 62 tanggapan yang digunakan karena adanya outlier. Data dianalisis menggunakan regresi linier berganda dengan IBM SPSS Statistics 27. Hasil menunjukkan bahwa atraksi dan aksesibilitas memiliki pengaruh positif dan signifikan terhadap kepuasan pengunjung, sementara fasilitas tidak. Koefisien determinasi (R^2) adalah 0,555, artinya 55,5% variasi kepuasan pengunjung dijelaskan oleh ketiga variabel tersebut. Di antara ketiganya, atraksi memiliki pengaruh positif yang paling signifikan. Temuan ini menyoroti pentingnya memperkuat atraksi dan aksesibilitas dalam mendukung pariwisata berkelanjutan dan meningkatkan kepuasan pengunjung di Desa Penglipuran.

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CHAPTER I

INTRODUCTION

1.1 Research Background

For many years, Bali has been known as a world tourism centre, and it has been developing a tourism village program since the 2000s. The program has been ongoing for about 2 decades, as part of a culture and nature-based tourism strategy. In 2024, the tourism area will still be a significant contributor to Bali's economy. Based on data from the *Badan Pusat Statistik (BPS)*, the accommodation, food, and drink provision business field continued to dominate Bali's economy in the first quarter of 2024, which contributed 20.64% to the Gross Regional Domestic Product (GRDP). Nowadays, Bali has around 294 tourist villages that are running and growing in line with the concept of sustainable tourism, which is based on Tri Hita Karana.

One of the tourist villages in Bali that applies the concept of sustainable tourism is Penglipuran Village. Penglipuran Village has received numerous prestigious awards at both national and international levels. Internationally, the village was awarded the United Nations World Tourism Organization (UNWTO) Best Tourism Villages 2023 for its success in cultural preservation, community engagement, and sustainable environmental management. Nationally, the village received the Indonesia Sustainable Tourism Award (ISTA) in 2017, 2018, and 2022 for implementing sustainable tourism principles. This success is certainly inseparable from the village's ability to provide things that can attract tourists to visit Penglipuran Village while still complying with the principles of sustainability.

Based on Listyorini et al. (2024), the decision to visit a destination and its satisfaction are caused by various pull factors and push factors. Pull factors from the external side of tourists include attractions, amenities, accessibility, destination image, and promotion.

A tourist attraction can attract visitors when it has appropriate attractions, amenities, and accessibility. (Saway et al., 2020). As long as a tourism village can fulfil the quality of attraction, amenities, and accessibility properly, it will indirectly affect visitor satisfaction. Visitor satisfaction is the fulfilment of all visitor needs and desires through a comparison of expectations before and reality after visiting a tourist attraction. Providing attractions, amenities, and accessibility is important in giving a good experience for visitors (Masjhoer & Dzulkifli, n.d.).

Local and foreign tourists increasingly visit Penglipuran Village, so it is necessary to ensure that the attractions, amenities, and accessibility available can meet visitor expectations. Although recognized as a sustainable tourism village, some indicators in attractions, amenities, and accessibility in Penglipuran Village are still not fully in line with sustainability principles. This creates a gap between perception (image and appreciation) and reality on the ground. In the attraction aspect, in the something to buy indicator, one of the village products, *Loloh Cemceman*, still uses plastic packaging that is less environmentally friendly, so it does not fully support the concept of sustainability.



Figure 1.1 The Packaging of *Loloh Cemceman*
Source: Website DJKN, *Kementerian Keuangan*

In terms of amenities, although there are separate trash facilities for organic and inorganic waste, the lack of tourist education means that waste is still mixed, reducing the effectiveness of environmental management. In terms of accessibility, limited online and public transportation make tourist mobility difficult.

Research undertaken by Saway et al. (2020) Shows that the three independent variables have a significant effect on tourist satisfaction, underlining the important role of the 3A variable in supporting visitor satisfaction. As opposed to previous studies that only emphasize this relationship, this research focuses on Penglipuran Village, a tourist destination in Bali that has successfully implemented sustainable tourism principles and received various awards. This study not merely analyses the impact of attractions, facilities, and accessibility on visitor satisfaction, but also their role in supporting tourism sustainability in Penglipuran Village. This is the motivation of the author in conducting the topic of “The Influence of Attractions, Amenities, and Accessibility on Visitor Satisfaction in Penglipuran Village as a Sustainable Tourism Village”. However, despite this recognition, there are still some issues in the field, such as the use of plastic packaging, ineffective waste management, and limited access to transportation. These conditions indicate a gap between perceptions and the actual application of sustainability principles, so an

evaluation of whether the tourism component in Penglipuran Village is still able to meet tourist expectations while supporting destination sustainability is needed.

1.2 Research Questions

Based on the background description of the problems of this study, the main problems in this study are:

1. How do attractions, amenities, and accessibility have a significant positive effect on visitor satisfaction in Penglipuran Village?
2. Do attractions, amenities, and accessibility partially and simultaneously have a significant positive effect on visitor satisfaction in Penglipuran Village?
3. Which variable of attractions, amenities, and accessibility has the most significant positive effect on visitor satisfaction in Penglipuran Village?

1.3 Research Objectives

Based on the research questions above, this study aims to do the following:

1. Analysing visitor satisfaction levels with the attractions, amenities, and accessibility available in Penglipuran Village.
2. Identifying the partial and simultaneous effects of attractions, amenity, and accessibility on visitor satisfaction in Penglipuran Village.
3. Identifying the variables that have the most significant effect on visitor satisfaction among attractions, amenities, and accessibility in Penglipuran Village.

1.4 Research Significance

The research benefits consist of theoretical benefits and practical benefits, with the following description:

1.4.1 Theoretical Benefits

Theoretically, this research is expected to add to the existing knowledge base, contributing to other studies and adding to the academic literature. It is also expected to serve as a reference for future researchers and provide useful insights for readers.

1.4.2 Practical Benefits

1. For researches

One of the prerequisites for obtaining a bachelor's degree is to conduct research and develop scientific ideas as a means of developing the author's knowledge of the supporting aspects of sustainable tourism villages.

2. For Penglipuran Village

As a reference for Penglipuran Village to improve the quality of attractions, amenities, and accessibility. The results generated from the research can be used to increase visitor satisfaction and maintain Penglipuran Village as a sustainable tourist destination.

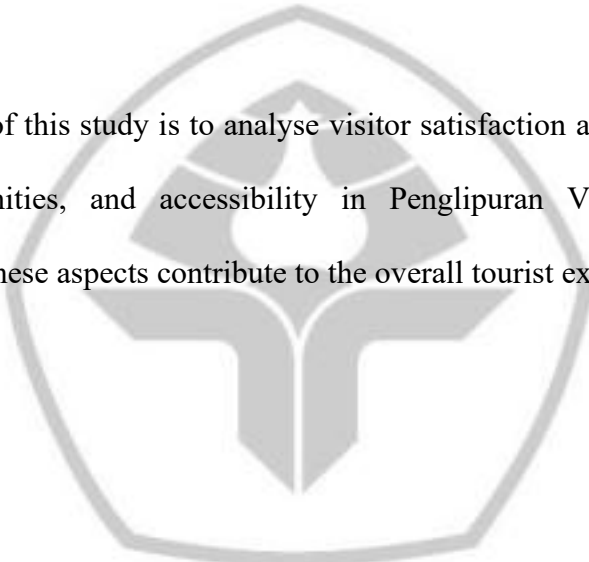
3. For Politeknik Negeri Bali

Add to the library references so that it can be used as material for students of the Tourism Department and interested parties as a reference for the same research material.

1.5 Limitations and Scope of Research

The limitation of this study is that it focuses only on Penglipuran Village, so the findings cannot be generalized to other tourist villages. The data collected is subjective and only based on visitors' perceptions through questionnaires, without including analysis from the point of view of stakeholders. In other words, this study only focuses on three main variables, namely attractions, amenities, and accessibility, without considering other factors that can also affect visitor satisfaction.

The scope of this study is to analyse visitor satisfaction about the quality of attractions, amenities, and accessibility in Penglipuran Village, aiming to understand how these aspects contribute to the overall tourist experience.



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CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the results of the research and discussion described in the previous section regarding the effect of attractions, amenities, and accessibility on visitor satisfaction in Penglipuran Tourism Village, it can be concluded as follows:

The results of the correlation and regression analysis show that attractions, amenities, and accessibility generally have a positive influence on visitor satisfaction. Accessibility and attraction both show a strong and significant correlation with satisfaction, while amenities show a moderate but still significant relationship. This means that in general, improvement in these three aspects tends to increase the satisfaction felt by visitors in Penglipuran Village.

In terms of partial and simultaneous effects, it is known that only attraction and accessibility variables have a statistically significant partial effect on visitor satisfaction, while amenities do not. However, all three variables together have a significant simultaneous effect, as indicated by the F test and the coefficient of determination (adjusted $R^2 = 0.548$). These results indicate that together, attractions, amenities, and accessibility explain more than half of the variation in visitor satisfaction.

The results of the standardized beta coefficient and t-test show that accessibility is the most dominant variable influencing visitor satisfaction in Penglipuran Village. This shows that ease of access is a critical factor in increasing the level of comfort and satisfaction experienced by visitors. Although attractions

remain an essential component of the tourism experience, accessibility has a relatively greater influence in this context.

5.2 Suggestions

Based on the conclusions of this study, several suggestions can be made to support the sustainable development of Penglipuran Tourism Village. First, the management is advised to continue to strengthen and innovate the attractions offered, especially those related to local culture and nature which are the main attractions of the destination. Cultural preservation combined with an interactive visitor experience can further increase tourist interest and satisfaction. It is necessary to innovate so that each village house does not sell the same thing, so that each house has its own attraction.

Second, efforts to improve accessibility must continue to be prioritized. Although the current level of accessibility is good and significantly affects visitor satisfaction, aspects such as the availability of public transportation, especially online transportation, reflect that the world is now completely digital.

Third, the improvement of public facilities as part of the amenity is also very much needed, especially in supporting the concept of sustainable tourism villages. Facilities such as adequate trash bins and an integrated waste disposal system need to be provided and managed properly. Educating tourists to sort and dispose of waste based on category is very necessary, because Penglipuran Village is one of the cleanest tourist villages in the world. This will create a clean and comfortable environment and support the positive image of Penglipuran Village as an environmentally friendly tourist destination.

For future researchers, it is recommended to use qualitative methods in order to explore the quality of attractions, amenities, and accessibility from the point of view of managers or other stakeholders. This approach is expected to provide a deeper understanding of the management and development strategies of sustainable tourism villages, not just from the perspective of visitor satisfaction but also from the readiness and role of local managers.



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