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Perception Analysis of Extortion, Service Quality, and Sustainable Tourism Information and Education on the Level of Tourist Visit Satisfaction at Bukit Gundaling Berastagi

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Abstract

This study aims to analyze tourists' perceptions of extortion, service quality, and sustainable tourism information and education, and how these three factors influence the level of satisfaction of visits to Bukit Gundaling, Brastagi. The method used is a descriptive quantitative approach with data collection through questionnaires and observations, involving 68 respondents. The results of the SWOT analysis show that despite the strengths in service quality and cultural appeal, the practice of extortion and lack of sustainability education remain major obstacles. The research location is in Quadrant I in the SWOT matrix, indicating very strategic conditions for implementing an aggressive growth strategy. This study recommends strengthening tourism education programs, transparent handling of levies, and closer collaboration between managers, communities, and local governments.

Keywords: Illegal Levies; Service Quality; Tourism Education; Tourist Satisfaction; Gundaling Hill

1. Introduction

Nature-based tourism continues to grow and makes a significant contribution to the local and national economy. Gundaling Hill is a potential destination that offers natural beauty and local culture. However, various challenges such as illegal levies, suboptimal services, and minimal sustainability education are still obstacles to creating a quality tourism experience. Therefore, this study aims to analyze the influence of tourists' perceptions of three main aspects of extortion, service quality, and sustainable tourism information and education on tourist satisfaction.

2. Literature review

- Illegal levies are levies that are illegal and carried out without a clear legal basis, often through intimidation or abuse of authority [1][2].
- Service Quality is defined as the suitability between the services provided and the tourists' expectations, which include friendliness, responsiveness and reliability [3][4].
- Sustainable Tourism Information and Education is concerned with increasing the knowledge of tourists and the community about the importance of preserving nature and culture [5] [6] [4].
- Tourist satisfaction is an important indicator in assessing the success of a destination, which is influenced by the match between expectations and the reality experienced during the visit [7] [6] [8].

3. Research methodology

This study uses a descriptive quantitative approach. Data were collected through Likert scale questionnaires and direct observations in the field. A sample of 68 respondents was selected purposively, including tourists, managers, and local communities. Data analysis techniques use the SWOT method to evaluate the strengths, weaknesses, opportunities and threats of a destination. The sample has a significant influence on the representation of the population in the research process. Thus, this formula is very important to ensure that the sample size taken can accurately reflect the characteristics of the entire population,

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even though the population cannot be determined precisely. Lemeshow's formula is useful for calculating the optimal sample size in situations where information about the population is not fully available.

$$N = \frac{Z^2 x\ P\ (1-P)}{d^2}$$

Information:
N = number of samples sought
Z = z score at 90% confidence = 1 .64
P = case focus/maximum estimate = 0.5
d = error rate or sampling error 10%

The minimum sample size required can be calculated by setting a confidence level of 90%, where the Z value used is 1.64, In addition, the margin of error (sampling error) is set at 10% or 0.10. Given that the estimated proportion value is unknown, it is assumed to be 0.05 for this calculation.

$$N = \frac{Z^2 x\ P\ (1-P)}{d^2}$$

$$N = \frac{1{,}64^2 x\ 0{,}5\ (1-0{,}5)}{0{,}1^2}$$

$$N = \frac{2{,}6896^2 x\ 0{,}25}{0{,}01} = 67{,}24$$

Based on the calculations that have been done, the number of samples needed is 67,24, so it is rounded up to 68 people. Therefore, in this study, the sample to be taken consists of 68 respondents.

4. Results and Discussion

4.1 Perception of Extortion

Tourists believe that illegal levies still occur frequently, creating a sense of discomfort and reducing trust in destination managers.

4.2 Quality of Service

Service aspects such as staff friendliness and cultural attractions were rated well. However, issues with accessibility and inconsistency of service are important notes.

4.2.1 Identification of Internal and External Factors

The calculation results of internal strategy factors and external strategy factors are used to determine the coordinate points of tourism development strategies in Bukit Gundaling using the grand strategy matrix. As the X axis is the internal factors and the Y axis is the external factors. The value of the X coordinate = (3.76 -3.08) = 0.68. While the Y axis is the external factors. The value for the Y coordinate = (4.09 -3.65) = 0.44. The position of the coordinate point strategy can be seen in Figure 3.

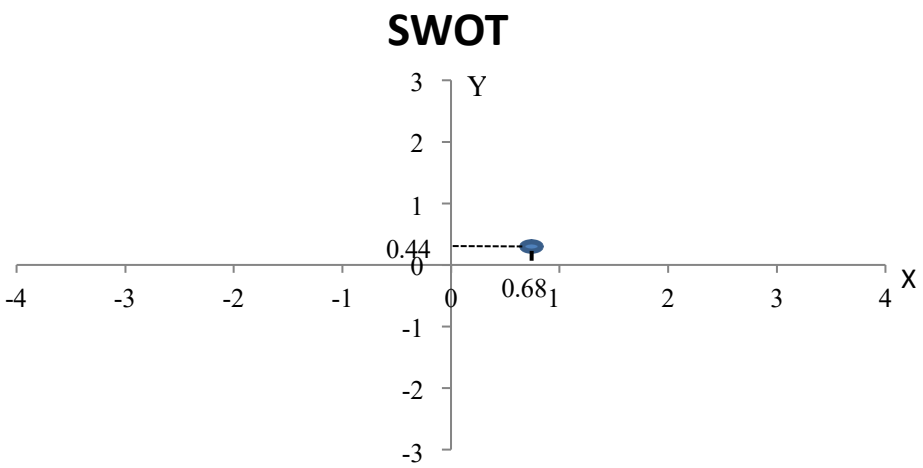

Figure 1.1 SWOT Coordinate Point Strategy Position

Based on the SWOT diagram, Tourism development in Bukit Gundaling in North Sumatra is in quadrant I. According to [13], this shows the position of Bukit Gundaling tourism in a very profitable situation. Bukit Gundaling has opportunities and strengths so that it can take advantage of existing opportunities. The strategy that must be determined in this condition is to support an aggressive growth policy (Growth oriented strategy). In this condition, an aggressive growth strategy will be focused on all aspects that maximize strength by taking advantage of existing opportunities so that the aggressive growth strategy that is suitable to be implemented is the SO (Strength-Opportunity) strategy.

Based on the SWOT matrix, alternative strategies can be formulated that can be used to increase tourism in Bukit Gundaling based on The current condition of tourism development in Bukit Gundaling is depicted in the SWOT diagram, namely in quadrant I. Alternative strategies generated through the SWOT matrix are compiled using a combination of internal and external strategic factors that are strengths, weaknesses, opportunities and threats, which factors are obtained based on literature studies, internet literature and discussions and interviews with one of the local workers, namely Joko Driyono.

4.3 The Role of Information and Education

Education regarding sustainable tourism practices is still not optimal. Tourists need clearer information regarding environmental and cultural preservation.

4.4 SWOT Analysis Results

- Strengths: Cultural appeal, friendliness, and fairly good basic information.
- Weaknesses: Extortion, lack of sustainability education, difficult access.
- Opportunities: Tourism education programs, community collaboration, and digital promotion.
- Threats: Political-economic uncertainty, climate change, and lack of government support.

The results of the SWOT mapping show that Bukit Gundaling is in Quadrant I, meaning that an aggressive growth strategy is very suitable to be implemented. Recommended strategies include culture-based tourism education, community involvement in management, and sustainable digital promotion.

5. Conclusion

This study concluded that extortion has a negative impact on tourist satisfaction, while service quality and tourism education play an important role in improving the visiting experience. Gundaling Hill has great potential to become a leading destination if its management focuses on transparency, strengthening services, and developing sustainable education programs. Collaboration between stakeholders is key to realizing competitive and sustainable tourism.

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