

AN ASSESSMENT OF TOURIST SATISFACTION LEVELS WITH REGARD TO ATTRACTIONS, AMENITIES, ACCESSIBILITY, AND ANCILLARY SERVICES IN CUNCA WULANG

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Abstract

Tourist satisfaction is one of the evaluation results of tourism facilities provided by tourism managers. This is to determine the quality of a tourist destination for visiting tourists. Therefore, the purpose of this study was to measure the level of tourist satisfaction with attractions, amenities, accessibility, and ancillary facilities at Cunca Wulang Waterfall. This study used a quantitative approach. The data collection technique used in this study was a questionnaire distributed to tourists visiting Cunca Wulang Waterfall. Data collected from 150 respondents. The results showed that tourist satisfaction with the 4A aspects of Cunca Wulang Waterfall was in the satisfactory category. However, several aspects needed improvement, such as toilets, the addition of ropes to the pedestrian bridge, the addition of directional signs, and cleaning the roadside for public transportation access. Keywords: attractions, amenities, accessibility, ancillary facilities, tourist satisfaction.

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Introduction

Tourism is one of the sectors currently prioritized by the Government of the Republic of Indonesia. The term tourism can be defined as the temporary movement of individuals from their place of residence to another location for leisure purposes, not for work or income-generating activities (Arida, 2016). The definition of tourism is also regulated in Law No. 10 of 2009 on Tourism, which states that tourism encompasses all activities related to travel supported by facilities and services provided by the community, the government, and local authorities. Thus, tourism can be understood as leisure activities undertaken by one or more individuals at a destination, not for employment purposes, while utilizing the facilities and services available at that destination.

One of the essential components of tourism is the tourist. Tourists are visitors originating from outside the destination. They can also be defined as individuals who come to engage in tourism activities and act as participants in the tourism process (Palupiningtyas & Yulianto, 2018). According to Lallo et al. (2016), tourists are generally understood as individuals who travel from their place of residence to another location without the intention of permanent settlement. Tourism activities provide experiences that allow tourists to enjoy, anticipate, and fill their leisure time (Muslim, 2022). Therefore, it is crucial for destination managers to understand the level of tourist satisfaction.

Tourist satisfaction can be determined by the overall feelings and attitudes of individuals toward a tourism product they have consumed. A sense of satisfaction may encourage tourists to revisit or recommend the destination to others. Agyeiwaah (2016) emphasizes that tourists are satisfied when the comparison between their expectations and actual experiences results in feelings of pleasure, particularly positive impressions upon leaving the destination. Hence, destination managers must pay close attention to the satisfaction experienced by tourists.

The level of tourist satisfaction with a destination can be influenced by several components, including attractions, amenities, accessibility, and ancillary services (Mulyana & Gayatri, 2022). Attractions are among the most fundamental elements of a destination, often serving as the primary

motivation for tourists to visit. Abdulhaji et al. (2016) argue that attractions are the main reason tourists choose a particular place. Similarly, Suwena & Widyatmaja (2017) explain that attractions significantly influence tourists' decisions to visit a destination. Thus, attractions serve as the central appeal that motivates visitation.

One form of natural attraction is the waterfall. Ramon and Caballero (2024) describe a waterfall as a cascade of water that occurs due to differences in elevation or geological faults, driven by the gravitational force of flowing water descending directly to the surrounding ground. They further highlight the ecological function of waterfalls, emphasizing their value as natural resources that enhance landscape aesthetics and contribute to nature-based tourism.

Amenities refer to supporting facilities that fulfill tourists' needs during their stay at a destination. Salasa and Ismail (2018) note that amenities are related to the availability of accommodation and dining facilities such as restaurants or food stalls. Rusvitasari and Solihin (2014) further explain that amenities include accommodations such as lodging, restaurants, public restrooms, rest areas, souvenir shops, parking spaces, places of worship, healthcare facilities, and other services that should be available at a destination. These facilities are essential for ensuring tourist comfort.

Accessibility refers to the ease of reaching a tourism destination. Bisma et al. (2020) state that good accessibility can increase tourist interest in visiting, encompassing aspects such as transportation, road infrastructure, and the availability of destination-related information. Accessibility thus represents the ease of reaching a destination, considering factors such as distance and location. Consequently, ease of access becomes an important consideration for tourists when choosing a destination.

Ancillary services are additional or supporting facilities that can foster destination development. Rahayu (2019) highlights that ancillary services, such as hospitality and supplementary services, play a vital role in influencing tourist satisfaction. La Are (2018) further explains that ancillary services include the presence of organizations that facilitate and promote tourism development and marketing, thereby benefiting tourists by providing necessary services. Ancillary services may take the form of institutions such as village-owned enterprises (Badan Usaha Milik Desa), tourism awareness groups (Pokdarwis), and the active involvement of local governments and tourism offices in developing tourism products, areas, and facilities.

Cunca Wulang Waterfall is one such destination, offering scenic natural beauty in Cunca Wulang Village, Mbeliling District, West Manggarai Regency. Visitors are invited to explore the forest and engage in trekking activities to reach the waterfall. Swimming is another activity available to tourists. However, access to Cunca Wulang Waterfall is relatively challenging, requiring approximately 30 minutes of trekking from the post or parking area. This study on tourist satisfaction is expected to provide guidance for the development of the waterfall's appeal. Therefore, the purpose of this research is to describe tourist satisfaction levels based on attractions, amenities, accessibility, and ancillary services at the Cunca Wulang tourism site.

Research Method

This study employs a quantitative descriptive approach, which is commonly used to examine a population and its corresponding sample (Sugiyono, 2011). The choice of this approach is based on the research objective, namely to measure the level of tourist satisfaction, which requires numerical or statistical data.

The sources of data in this study are divided into two categories: primary data and secondary data. Primary data are obtained directly from research subjects, while secondary data are supplementary information collected indirectly. In this study, the primary data were gathered through questionnaires distributed to tourists, whereas the secondary data consisted of supporting information such as visitor statistics and other relevant records.

The data collection method relied on questionnaires administered directly to tourists at the research site to ensure accuracy. A questionnaire is defined as an instrument used to collect data on a phenomenon through a structured set of questions (Dewi & Sudaryanto, 2020). The questionnaire in

this study consisted of closed-ended questions using a Likert scale, with scores ranging from 1 to 5: 1 = strongly dissatisfied, 2 = dissatisfied, 3 = neutral, 4 = satisfied, and 5 = strongly satisfied.

The sampling technique applied was random sampling, which provides equal opportunity for each subject to be selected as part of the sample (Handayani et al., 2020). The criteria for inclusion were tourists visiting Cunca Wulang Waterfall at the time of questionnaire distribution. The population of this study comprised all visitors to Cunca Wulang, with a total sample size of 150 respondents.

For the data analysis technique, descriptive statistics were employed to present and interpret tourist satisfaction levels. Data analysis is understood as the process of simplifying data into a form that is easier to read and interpret (Singarimbun & Effendi, 1995). Descriptive statistics in particular are used to analyze data by describing or illustrating the collected information as it is (Sofwatillah et al., 2024).

The collected data were processed using Microsoft Excel to calculate the mean (average) values. These mean values were then interpreted according to the following scale:

No	Score Range	Interpretation
1	1.00 - < 1.80	Strongly dissatisfied
2	1.80 - < 2.60	Dissatisfied
3	2.60 - < 3.40	Moderately satisfied
4	3.40 - < 4.20	Satisfied
5	4.20 – 5.00	Strongly satisfied

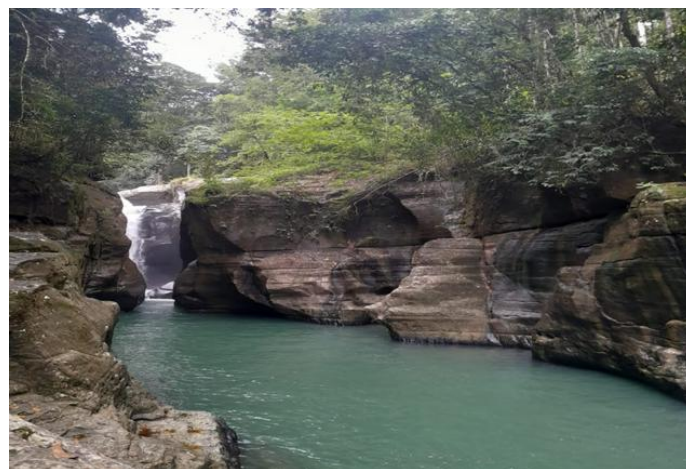
Source: Rusdiarnata (2024).

Results and Discussion

Profile of Cunca Wulang Waterfall

Cunca Wulang Waterfall is recognized as one of the prominent tourist attractions in West Manggarai Regency. Geographically, it is located in Cunca Wulang Village, Mbeliling District. The site is often referred to by both visitors and local guides as the “green canyon,” a designation inspired by the resemblance of its massive rock formations flanking the waterfall and river stream to those of a canyon landscape. The waterfall, illustrated in Figure 1, reaches an elevation of approximately 15–20 meters.

The location of Cunca Wulang Waterfall is considered strategically accessible. It lies about 37 kilometers from the center of Labuan Bajo, a distance that can be covered in roughly one hour by motor vehicle. From the entrance gate, visitors are required to undertake a 30-minute trek to reach the waterfall. This trekking route traverses the Mbeliling Forest area, offering an immersive natural experience along the way.



Picture 1. Cunca Wulang Waterfall

Source: Author’s Personal Documentation (2025)

Respondent Profile

A total of 150 respondents participated in this study. The data indicate that the majority of respondents were international tourists, accounting for 79% of the sample. The next category comprised domestic tourists (11%), followed by visitors originating from West Manggarai Regency (7%) and from Flores Island (3%).

In terms of age distribution, the largest proportion of respondents were between 18–30 years old (32%), followed by those aged 31–40 years (29%). Respondents aged 41–50 years represented 18% of the sample, while those aged 51–60 years accounted for 12%. The remaining 9% were respondents aged over 60 years.

With respect to educational background, most respondents had attained higher education. Bachelor's degree holders (undergraduate/S1) constituted 41% of the sample, while those with a master's degree (postgraduate/S2) reached 31%. Respondents with a senior high school education represented 12%, followed by diploma holders at 10%, and doctoral degree holders (S3) at 6%.

Table 1. Respondent Demographics

Characteristic	Frequency	Percentage
Origin of Respondents		
Other regions outside Flores Island (National)	17	11%
Foreign countries	118	79%
West Manggarai Regency	11	7%
Other regions within Flores Island	4	3%
Educational Background		
Secondary School	18	12%
Diploma / Undergraduate	15	10%
Bachelor's Degree (S1)	61	41%
Master's Degree (S2)	47	31%
Doctoral Degree (S3)	9	6%
Occupation		
Student	7	5%
Public sector employee	21	14%
Private sector employee	64	43%
Self-employed / Entrepreneur	38	25%
Job seeker	6	4%
Retired	14	9%
Age Group		
18–30 years	48	32%
31–40 years	44	29%
41–50 years	27	18%
51–60 years	18	12%
Above 60 years	13	9%
Sources of Information about Cunca Wulang		
Friends		
Social media	64	43%
News websites / Newspapers	28	19%
Travel agents	24	16%
Others	17	11%
Previous Visits		
Never visited		
Once	6	4%
Twice	4	3%
More than twice	5	3%
Travel Companions		
Individual	14	9%
Couple	64	43%
Group	42	28%
Family	30	20%

Sumber: Processed data (2025)

Based on respondents' occupational background, the majority of visitors were private sector employees, accounting for 43% of the sample. This was followed by self-employed individuals (25%),

public sector employees (14%), and retirees (9%). Meanwhile, students represented 5% of respondents, and job seekers accounted for 4%.

In terms of information sources, most respondents (43%) learned about the destination through social media. Travel agents contributed 19% of the referrals, while friends and other miscellaneous sources each accounted for 11%.

Regarding previous visits to Cunca Wulang Waterfall, the data reveal that 90% of respondents had never visited the site before, indicating that their participation represented a first-time experience. A smaller proportion had visited once (4%), twice (3%), or more than twice (3%).

With respect to travel companions, the largest proportion of respondents visited as couples (43%), followed by those traveling in groups (28%) and with family members (20%). Only 9% of respondents reported visiting individually.

Drawing from the demographic data above, it can be concluded that the majority of visitors were international tourists. Most respondents were within the 18–30 age group and held a bachelor’s degree (S1). In terms of occupation, private sector employees dominated the sample, and social media emerged as the primary source of destination information. Furthermore, most respondents were first-time visitors to Cunca Wulang Waterfall, with couples representing the largest share of travel companions.

Validity and Reliability Test

This research instrument consists of four variables and eighteen statement items. The attraction variable comprises four aspects, the amenities variable consists of five indicators, the accessibility variable includes five indicators, and the ancillary variable is represented by four indicators. The statistical tests for validity and reliability were conducted using Microsoft Excel 2016.

The validity test was based on the criterion that if the correlation coefficient (r-calculated) is lower than the r-table value, the item is considered invalid; conversely, if r-calculated is greater than the r-table value, the item is considered valid (Manik, 2017). The results of this study indicate that all statement items obtained r-calculated values greater than the r-table value, thereby confirming that all items are valid.

In addition, the reliability test was conducted by comparing Cronbach’s Alpha with the r-table value. If Cronbach’s Alpha is greater than the r-table value ($CA > RT$), the measurement is considered reliable (Warjiyono & Hellyana, 2018). The statistical test in this study produced a Cronbach’s Alpha of 0.949. This result demonstrates that the research instrument is highly reliable, as the value exceeds 0.80 and falls into the category of very high reliability (Dhamayanti, Meita, et al., 2017).

Table 2. Results of Validity and Reliability Test

Item	r-calculated	r-table	Remark	Cronbach’s Alpha	Remark
ATK1	0.64283	0.159	Valid	0.949	Reliable
ATK2	0.590989	0.159	Valid		
ATK3	0.596095	0.159	Valid		
ATK4	0.582378	0.159	Valid		
AME1	0.618842	0.159	Valid		
AME2	0.627672	0.159	Valid		
AME3	0.631108	0.159	Valid		
AME4	0.657678	0.159	Valid		
AKSE1	0.62668	0.159	Valid		
AKSE2	0.646435	0.159	Valid		
AKSE3	0.694121	0.159	Valid		
AKSE4	0.673342	0.159	Valid		
AKSE5	0.584742	0.159	Valid		
ANCI1	0.661932	0.159	Valid		
ANCI2	0.675712	0.159	Valid		
ANCI3	0.589074	0.159	Valid		
ANCI4	0.647017	0.159	Valid		

Sumber: Processed data (2025)

Tourist Satisfaction Level

The level of visitor satisfaction at Cunca Wulang Waterfall was assessed based on the mean score of each questionnaire item. The mean score given by tourists for the natural beauty of Cunca Wulang Waterfall, under the attraction variable, reached 4.45, which falls into the category of *very satisfied*. Respondents also expressed a high level of satisfaction with the cleanliness of the site, with a mean score of 4.43 (*very satisfied*). Furthermore, the uniqueness of the waterfall received a mean score of 4.20 (*very satisfied*). In addition, recreational activities at the site obtained a mean score of 3.90, which is categorized as *satisfied*.

For the amenities variable, indicators such as food and beverage facilities and parking areas each received a mean score of 3.81 (*satisfied*). The lowest score within this variable was recorded for toilet facilities, with a mean of 3.37 (*satisfied*), while waste disposal facilities scored 3.72 (*satisfied*). The ticket counter indicator received a mean score of 3.75 (*satisfied*).

Regarding accessibility, five indicators were assessed. The condition of the road leading to Cunca Wulang Waterfall received a mean score of 3.38 (*satisfied*). Directional signage scored 3.39 (*satisfied*), while travel time to the site was rated at 3.55 (*satisfied*). However, the affordability of public transportation obtained a lower mean score of 2.87, and the condition of the suspension bridge used for crossing was rated at 3.22. Both indicators fall into the category of *moderately satisfied*.

For the ancillary variable, the tour guide service received a mean score of 4.39 (*very satisfied*). Ticket counter service was rated at 4.10 (*satisfied*), while safety during tourism activities achieved a mean score of 4.27 (*very satisfied*). Finally, the cost incurred during the visit was rated at 3.61 (*satisfied*). A more detailed overview of the mean, median, and mode values for each item is presented in the following table.

Table 3. Tourist Satisfaction with Cunca Wulang Waterfall

No	Statement	Median	Mode	Mean	Interpretation
ATTRACTION					
1	Beauty of Cunca Wulang Waterfall	5	5	4.45	Very Satisfied
2	Cleanliness of Cunca Wulang Waterfall	5	5	4.43	Very Satisfied
3	Uniqueness of Cunca Wulang Waterfall	4	5	4.20	Very Satisfied
4	Tourism activities at Cunca Wulang Waterfall	4	4	3.90	Satisfied
AMENITIES					
5	Food and beverage facilities	4	4	3.81	Satisfied
6	Parking area	4	4	3.81	Satisfied
7	Toilet facilities	3	3	3.37	Satisfied
8	Trash bins	4	4	3.72	Satisfied
9	Ticket booth	4	4	3.75	Satisfied
ACCESIBILITIES					
10	Road conditions to Cunca Wulang Waterfall	4	4	3.38	Satisfied
11	Direction signs to Cunca Wulang Waterfall	4	4	3.39	Satisfied
12	Travel time to reach Cunca Wulang Waterfall	4	4	3.55	Satisfied
13	Accessibility by public transportation	3	2	2.87	Moderately Satisfied
14	Condition of the suspension bridge for crossing	3	2	3.22	Moderately Satisfied
ANCILLARY SERVICES					
15	Tour guide services	5	5	4.39	Very Satisfied
16	Ticket booth services	4	4	4.06	Satisfied
17	Safety during the visit	4	5	4.27	Very Satisfied
18	Cost of visiting Cunca Wulang Waterfall	4	4	3.61	Satisfied

Source: Processed Data (2025)

Conclusion

Based on the analysis of visitor satisfaction data collected from 150 tourists at Cunca Wulang Waterfall, it can be concluded that the overall level of satisfaction with the destination is favorable. This conclusion is supported by the fact that the attraction variable received the highest mean scores, particularly in terms of natural beauty, cleanliness, and uniqueness, all of which were categorized as *very satisfied*. In addition, the amenities and accessibility variables obtained satisfactory mean values. However, several indicators received only moderate satisfaction ratings and therefore require attention, such as toilet facilities, public transportation access, directional signage, and the condition of the suspension bridge used for crossing. Meanwhile, within the ancillary variable, tour guide services and safety aspects were rated as *very satisfactory*.

Cunca Wulang Waterfall has established itself as one of the popular destinations in West Manggarai Regency. Therefore, destination managers are expected to maintain and enhance the quality of visitor experiences. Recommendations for sustaining visitor satisfaction include: 1) preserving the natural beauty, cleanliness, and uniqueness of Cunca Wulang Waterfall; 2) improving the quality of toilet facilities through regular cleaning and maintenance; 3) providing essential amenities in public toilets, such as hand soap, tissues, and air fresheners, and 4) enhancing accessibility, particularly by improving directional signage and upgrading the quality of the suspension bridge.

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