

# ANALYSIS OF THE SUITABILITY OF PARK FACILITIES WITH THE CHARACTERISTICS OF VISITORS AT ULEE – LHEUE TOURIST PARK IN BANDA ACEH

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**ABSTRACT**--Ulee - Lheu Tourism Park is located on the banks of the river Ulee - Lheue Beach area. Ulee - Lheue Park has enormous potential and can be developed as a destination for community tourism parks or visitors to the City of Banda Aceh, but it has not yet maximally provided performance especially park facilities. The purpose of this study is to assess the suitability of the Park Facilities with the characteristics of visitors to the Ulee - Lheue Tourism Park and analyze the level of performance of the Ulee - Lheue Park Facility to the perception of visitor satisfaction. Data collection will be done primarily (observation and questionnaire) and secondary (literature and agency data). This research method is the descriptive method by approaching a combination (mixed method), which describes systematically the object of research where qualitative data is converted into quantitative data using a weighting analysis of performance parameters into several levels using the Likert scale measurement method. The Analysis Model IPA (Importance Performance Analysis) is used to measure the satisfaction performance that is considered important by visitors and the satisfaction performance received by visitors based on the SERVQUAL (service quality) dimension variable. The results of this study indicate the quality of Ulee-Lheue park facilities that can be given to visitors is 75.00% of the quality of the ulee-lheue park service facilities expected by visitors. While the main priority in the design of the parking lot to adjust to the character of the park pattern.

**Keywords**--Visitor Satisfaction, Ulee-Lheue Tourist Park, SERVQUAL Dimension, Importance Performance Analysis (IPA) Model.

## I. INTRODUCTION

The Banda Aceh City Government has directed a policy focused on developing infrastructure and facilities in optimal public services that are a strong consideration for realizing public space, such as providing a place for public facilities to carry out social interaction, recreation activities for the community to support the vision and mission Banda Aceh City as an Islamic Tourism City. One of the efforts of the city government is to improve the Ulee - Lheu area as a tourist area based on Banda Aceh City Qanun No. 4 of 2009 concerning Banda Aceh City Regional Spatial Planning (RTRW) in 2009 - 2029 article 58 which describes that the development of tourist areas

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and public spaces are directed at the former normalized areas of Krueng Aceh (Pante Riek and Lambhuk) and Ulee-Lheue.

Ulee-Lheu Park is one of the tourist destinations that was built by the Reconstruction Rehabilitation Agency (BRR) after the 2004 earthquake and tsunami in Banda Aceh, but currently the park has been damaged by age, this is not in line with local government policies that want the development of infrastructure and facilities for optimal public space services as a strong consideration for realizing public space as a place for social interaction, recreation activities for the community. The results of an interview with the Banda Aceh City Tourism Office mentioned that the infrastructure planning for Ulee-Lheue Park cannot be done in a certain time because the planning program must obtain approval from BAPPEDA so that planning can be carried out with the costs that have been designed. The revitalization of facilities is carried out gradually from year to year but so far it has not been maximized. Researchers assume that the Quality of Facilities in the management of Ulee - Lheue Tourism Park has not been optimal, especially in terms of tangible or (physical evidence) so that the number of visitors is low, visitors are more crowded visiting other tourist areas located around the edge of the Ulee - Lheue beach which stretches to the entrance area to the port of Ulee - Lheue.

Starting from these potential problems, a research can be conducted on the level of suitability of park facilities with visitor characteristics and visitor satisfaction with Ulee - Lheue Tourism Park facilities. In some theories visitor satisfaction can be influenced by several things, one of which is the quality of the Facility. In the Zeithaml (2000) research model, one indicator of visitor satisfaction is influenced by Tangibles Dimension variables which include appearance and performance and physical facilities. To further analyze the method used (Importance Performance Analysis) of Natural Sciences where by using this method can see the extent of the achievement of the City Park, as well as those that need to be maintained and improved by the City Tourism Park.

### ***1.1 Research Question***

1. What is the suitability level of the Park Facilities with the characteristics of visitors to the Ulee - Lheue Park?
2. What is the level of performance of the Ulee - Lheue Park Facility on the perception of visitor satisfaction?

## **II. LITERATURE REVIEW**

### ***2.1 Characteristics of park visitor***

#### ***2.1.1 Socio-Demographic***

Characteristics of park visitors are divided into several groups; gender, age, occupation, companion, visiting purpose. (Cohen et al, 2006).

#### ***2.1.2 Park use patterns***

Characteristics of park visitors are divided into groups, namely; frequency of visits, length of visit, how to visit, time of visit, (Cohen et al, 2006).

### 2.1.3 Activities at The Park

Characteristics of park visitors in the activity category, namely; walking, sitting, playing, meeting friends / chatting, picnicking, jogging, fitness training, sports games, group games, dating, taking portraits, eating / drinking together, working, playing with children, and playing with pets. (Cohen et al, 2006).

### 2.2 SERVQUAL Dimension

Parasuraman (2007) describes the service quality of (SERVQUAL), This SERVQUAL Dimension Orientation clearly lays out the Characteristics of using Park Facilities. In this study only the Tangible Dimension is used because this dimension describes various physical aspects that will be studied in the study. which include the appearance and performance of physical facilities, equipment, personnel, and communication materials used in the service delivery process.

### 2.3 Elements of City Design

According to A'raaf (2012: 86) there are eight elements of urban design as a guideline in designing a city that is interpreted into elements of designing a park area which consists of: Zoning / Land Use, Shape and Mass Building, Circulation and Parking, Pedestrian Ways, Open Space, and Signage.

**Table.2.1:** Integration of Urban Design Elements to Park Facilities

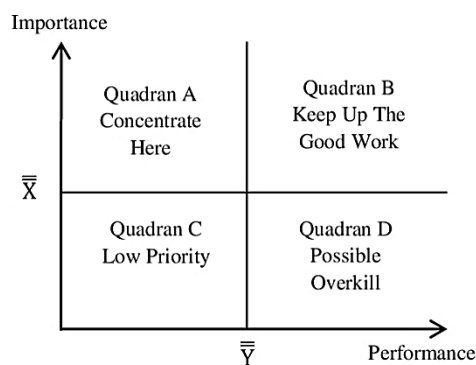
No	Element Park of Design	Park Facilities
SERVQUAL Dimension (Tangibles)		
1	Building Form and Massing	-Toilet -The stage performance -Souvenir Store -Restaurant
2	Circulation and Parking	-Parking lot
3	Open Space	-Plaza -Garden lamp - Guardrail -Gate -Vegetation -Park bench -Facilities Children's Toys
4	Pedestrian Ways	-The pedestrian path -Walks / roads in the area
5	Activity Support	-The stage performance -Port of Tourism

Source: PERMENPAN NO.3 (2008), Ramadisu (2017), Rhesyana (2014)

### 2.4 Importance Performance Analysis (IPA)

Martilla and James introduced the Importance Performance Analysis (IPA) method which is a multi-attribute model and can be used to analyze organizational performance. The main purpose of the IPA as a diagnostic tool is to make it easy to identify attributes, based on their respective interests, whether the product or service is performing poorly or is overperforming, for that purpose, interpretations of the performance of the product or service are displayed on a graph (cartesian degree) which has 4 quadrants, namely quadrant A, quadrant B, quadrant C, and Quadrant D.

Each quadrant shows the performance of the product or service being assessed, quadrant A illustrates that customers consider these attributes important, so customers have high expectations on the attributes the. But the company does not provide good service to these attributes. But the company does not provide good service to this attribute. Quadrant A implies that a company must concentrate on improving its performance on this attribute (concentrate here). Quadrant B describes attributes that are considered important to customers, while the company has given a good service to customers for this attribute. Thus, the service provided to the attributes in quadrant B needs to be maintained (keep up the good work). Quadrant C in the IPA model describes attributes



**Figure 1:** Diagram of the degree of cartes of IPA model in quadrant form.

that are considered not important by customers and the company provides low service to customers for this attribute, therefore the company gives a low priority on these attributes (low priority). Quadrant D describes areas where the attributes have low importance for customers, but the company provides good service to customers, therefore this area is called an excess area (possible overkill).

### III. RESEARCH METHODS

In this study using a descriptive method approach by approaching the combination (mixed method). Sampling of data is done on visitors with the number of samples calculated by the formula Krejcie and Morgan for visitors conducted accidental sampling with due regard to suitability as a source of data that is visitors who are located in the Ulee-Lheue Tourism Park. Research conducted on visitor satisfaction with Ulee - Lheue Tourism Park facilities originating from the community around the coastal tourism area and visitors. After analyzing the analysis of visitor satisfaction with the Ulee - Lheue Tourism Park Facility.

### 3.1 Sampling Technique

Samples were obtained using the Krejcie & Morgan Formula. the researcher took an assumption of a reliability level of 95% with a Chi square value of 3.84 at free degrees 1 (Arikunto, 2010: 405) and used a 5% error level, and the assumption of population diversity included in the calculation was P (1-P), where P = 0.5. The number of samples of this study is 86 respondents plus 30 pre-questionnaire test respondents, then the total sample of visitors is 116 respondents.

$$n = \frac{X^2 \cdot N \cdot P(1-P)}{(N-1) \cdot d^2 + X^2 \cdot P(1-P)} \quad (1)$$

Where:

n= sample size, N = population size, X<sup>2</sup>= Chi Square Value, P= Proportion of Population, d= the level of error

## IV. DATA PRESENTATION AND ANALYSIS

### 4.1 Identification of Respondent Characteristics

**Table.4.1:** Results of Analysis of Park Visitors Characteristics

No	Karakteristik Pengunjung Taman	Persentase (%)
A. Sosio Demografi		
1	Umur	
	1. 17 – 25 Th	33,62
	2. 26 – 35 Th	30,17
	3. 36 – 45 Th	23,28
	4. 46 – 55 Th	10,34
	5. 56 Tahun Keatas	2,59
	Total	100,00
2	Jenis Kelamin	
	1. Laki Laki	23,28
	2. Perempuan	76,72
	Total	100,00
3	Status	
	1. Kawin	51,72
	2. Belum Kawin	48,28
	Total	100,00
4	Pendidikan Terakhir	
	1. SD	0,86
	2. SMP	12,93
	3. SMA	51,72
	4. D1-D2-D4	4,31
	5. S-1	26,72

	6. S-2 Ke Atas	3,45
	Total	100,00
5	Pekerjaan	
	1. PNS/TNI/POLRI	16,38
	2. Pegawai Swasta	23,28
	3. Wiraswasta	25,86
	4. Pelajar/mahasiswa	34,48
	Total	100,00
6	Kompanyon (Teman Berkunjung)	
	1. Sendiri	10,34
	2. Berdua	13,79
	3. Teman – teman	26,72
	4. Keluarga	49,14
	Total	100,00
7	Tujuan Berkunjung	
	1. Menikmati	25,00
	2. Bersantai / jalan - jalan	42,24
	3. Menghabiskan waktu dengan keluarga	23,28
	4. Bertemu teman	9,48
	B.Pola Penggunaan Taman	
8	Frekuensi Berkunjung	
	1. 1 – 2 kali seminggu	30,17
	2. 3 – 4 kali seminggu	11,21
	3. Sebulan sekali	52,59
	4. Baru pertama kali	6,03
	Total	100,00
9	Lama Berkunjung	
	1. < 15 menit	2,59
	2. 16 – 30 menit	6,90
	3. 31 – 45 menit	66,38
	4. 1 – 2 jam	13,79
	5. > 2 Jam	10,34
	Total	100,00
10	Cara Berkunjung	
	1. Berjalan Kaki	2,59
	2. Menggunakan Transkoetaradja	0,86
	3. Motor Pribadi	62,93
	4. Mobil Pribadi	32,76
	5. Kendaraan Umum/Ojek	0,86

	Total	100,00
11	Waktu Berkunjung	
	1. Pagi Hari	0,00
	2. Siang Hari	4,31
	3. Sore Hari	76,72
	4. Malam Hari	18,97
	Total	100,00
	C. Aktivitas Taman	
12	Aktivitas yang dilakukan di Taman	
	1. Berjalan	1,72
	2. Duduk Santai	28,45
	3. Bermain	4,31
	4. Makan /minum	38,79
	5. Bermain dengan anak	26,72
	Total	100,00

Source: analysis results (2019)

This characteristic arises from various factors, including the location of Ulee - Lheue Park which is in open access to the public, as well as a variety of functions in the surrounding environment such as parks, ulee - lheue beach resorts, locations close to tsunami religious tourism such as mass graves, As for the cafes that unfold to dominate the Ahmad Yani street, which is a stimulus for teenagers 17-25 years, this is evident from the percentage of teenage visitors who are students or college students by 33.63%. followed by the age of 26 - 35 years with a large percentage of 30.17% As a result they only have limited time to visit the park, both for students or students and visitors aged 26 - 35 years, for some students holidays or free time after activities academic ends. Likewise with visitors with entrepreneurial backgrounds, the majority of civil servants are busy doing their work from morning to evening. This is evidenced by the time of visit in the afternoon to head for sunset is very significant at 76.72%. So they chose to visit the park once a month with a percentage of 52.59%. With a visiting time of 31 - 45 minutes. The factors that influence visitors to visit the park once a month are the many choices of tourist attractions offered by the ulee-lheue area, which influence visitors to choose various tourist attractions. The park is an integration of ulee-lheue beachside public space tours.

#### **4.2 Importance Performance Analysis (IPA) of Visitors**

The quality of ulee-lheue park facilities that can be given to visitors is 75.00 % of the quality of the ulee-lheue park service facilities expected by visitors. The large percentage of the quality of service facilities expected by visitors that can be met by the Ulee-lheue Park is determined by how to add up the quality of service expected by visitors and add up the times between the service expected quality of visitors and the quality score received by visitors

The IPA model measures the satisfaction performance that is considered important by the end of the ulee-lheue park and the satisfaction performance received by visitors to the ulee-lheue park, an interpretation of the

performance of the ulee-lheue park is displayed on a graph (Cartesian diagram) that has 4 quadrants. Each quadrant shows the park's performance assessed.

The Cartesian diagram requires an average score for each dimension of the quality of the ulee-lheue park service facility that shows the quality expected by visitors (Importance) and the quality received by visitors (Performance). Questionnaire data using the SERVQUAL dimension is inputted into a Cartesian diagram in the form of importance scores which indicate the average score of each dimension of service facility quality expected by visitors and the performance score which shows the average score of each dimension of service quality received by visitors. The table contains the results of processing using MS Excel in the form of score data for each service quality dimension.

**Table.4.2:** Average Importance and Performance Score

NO	Dimensi	Skor	
		Importance	Performance
1	Penataan Taman	4,00	3,04
2	Kenyamanan taman	4,00	3,03
3	Fasad Bangunan (toilet, amphiteather, toko suvenir, restoran)	2,83	2,82
4	Fasilitas Parkir mobil dan motor	2,91	2,90
5	desain parkir menyesuaikan pola taman	4,00	2,98
6	penataan ruang terbuka taman	2,79	2,77
7	Fasilitas Ruang Terbuka (plaza, lampu taman, pagar, gapura, bangku)	3,01	2,59
8	Lokasi Plaza pusat jajanan mudah di akses	3,08	3,07
9	akses pusat jajanan dapat dilalui bus	4,00	3,07
10	keragaman produk	3,30	3,29
11	Lokasi atraksi wisata tidak menimbulkan dampak negatif	3,48	3,07
12	sistem sirkulasi udara dan pencahayaan sesuai	4,00	3,36
13	pola pedestrian/jalan setapak/jalan dalam kawasan	3,03	3,03



14	penataan fasilitas pendukung(pedestrian waterfront,panggung)	2,88	2,89
15	akses darurat tempat berkumpul	3,17	3,16

Source: analysis results (2019)

The main priority in the analysis of this study is the design of the parking lot to adjust to the character of the park pattern. Which means that this tangible dimension is considered important by Ulee - Lheue Park Visitors but the Ulee - Lheue Park Service Provider provides poor performance.

Therefore Park service providers need to try to improve the Quality of Parking Facilities (Tangible dimensions) to visitors.

Based on observations of circulation in front of the park is very busy considering the location of the site is near the intersection of three ulee-lheue roundabouts which is the main road to the tourist area of the Ulee-lheue beach after the bridge.

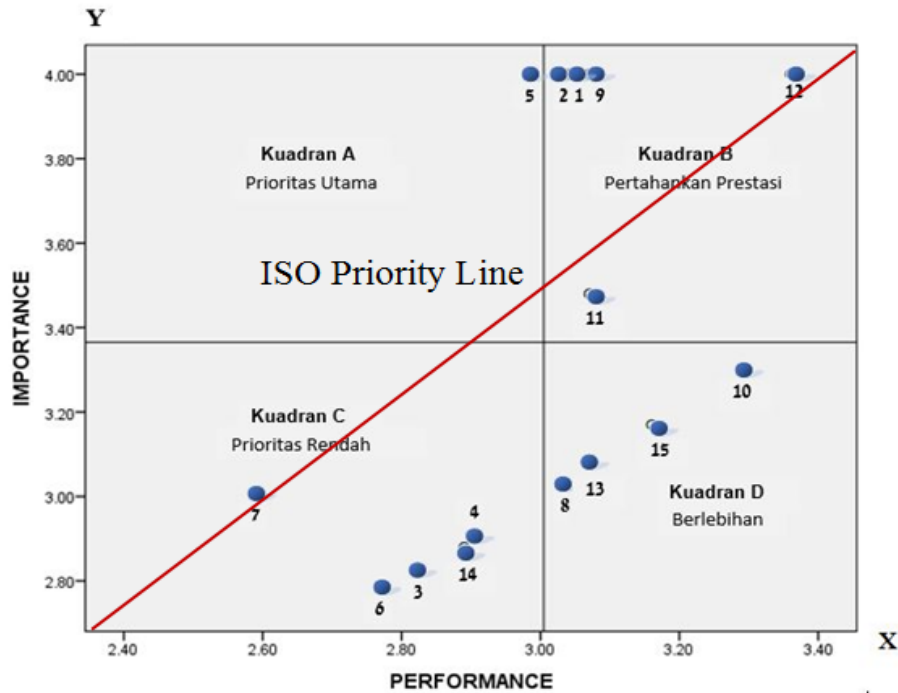


Figure 2: Cartesian Diagram Analysis of Park Performance Quadrant

Given the number of visitors who increased dramatically on Saturday and Sunday holidays. Then the need for parking in the park area is not fulfilled which directs visitors to park their vehicles on the shoulder of the road. This caused circulation in front of the park location to a standstill. Parking patterns designed within the site follow the pattern of park land. Parking lots can be divided into two, namely motorcycle parking and car parking.

## V. CONCLUSIONS AND SUGGESTIONS

### 5.1 Conclusion

The main priority in the analysis of this study is the design of the parking lot to adjust to the character of the park pattern. Additional priorities in this study are the appearance of more adequate product diversity and activities, pedestrian paths in the park area, waterfront pedestrians, a sense of security in the layout of services (dining areas, play areas, parking areas) and providers responding to complaints from visitors.

### 5.2 Suggestions

1. Suggestions for the Banda Aceh City Government are as follows:

a. It is necessary to make a RDTR (Spatial Detail Plan) of Meuraxa District and the Banda Aceh Regional Tourism Parent Master Plan to achieve the planned targets;

b. There is a need for synergy between the Central Government, the Aceh Provincial Government, the Banda Aceh City Government, the community and business operators, which is needed to accelerate the pace of development growth while still paying attention and obeying the plans that have been made in order to realize reliable development.

3. Empowerment and involvement of all stakeholders, namely the entire background of park users, private parties with an interest in and the role of the government must be increased so that the utilization of public spaces such as ulee-lheue parks can run optimally.

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