

The Effects of Environment, Facilities and Organizational Culture Towards the Successfulness of Tourism Industry in Manis Kidul Village, Kuningan District, West Java

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Abstract: *This research is to determine the perception of the Manis Kidul village community towards the development of the Manis Kidul village as a tourism destination in Kuningan District, knowing the concern of the Manis Kidul village community in preserving the environment and local wisdom as a form of tourism product that can be used in tourism development. The perception of the people and the attitude towards the progress of the Manis Kidul would affect the tourism industry in the area. Thus, the positive perception would determine the success of the tourism industry whereas negative perception from the citizen would result the delay in the progress of the tourism development in Manis Kidul Village. This research investigates the impact of the environment, facilities and the organizational culture towards the successfulness of tourism industry in the district of Kuningan and found that these three factors contribute to the successfulness of tourism industry in the area. In this research, the initiative from the government and the agencies is vital in order to enhance the image and reputation of Manis Kidul Village.*

Keywords: *Development, Manis Kidul Village*

I. INTRODUCTION

1.1 Background

Kuningan Regency is one of the areas of concern by the government of West Java Province in tourism development, where Kuningan Regency has many potential tourist objects and attractions that can be enjoyed by both domestic and foreign tourists both natural beauty, customs and culture of the community in the district. Kuningan, where Kuningan Regency is astronomically located between 06°47' - 07°12' South Latitude and 108°23' - 108°47' East Longitude, and geographically Kuningan Regency are bordered by:

- a. North side, bordering Cirebon District
- b. East side, bordering Brebes Regency, Central Java Province

- c. South side, bordering Ciamis Regency
- d. West side, bordering Majalengka Regency



Tourism could be considered as a strategic activity in improving the economy of a region or region and can cause various kinds of effects (multiplier effect) both directly and indirectly in order to improve the development of tourism industry in the country. The importance of tourism industry could not be denied as it improved the economic activities of the citizens of Kuningan. The tourism potential possessed by Kuningan regency both tourist objects and attractions are highly demanded by tourists visiting Kuningan regency, this can be seen from the number of tourists visited Kuningan regency shown in table 1.1

Table 1.1

No	Tahun	Jumlah		Total
		Domestik	Mancanegara	
1	2011	1.653.890	491	1.654.381
2	2012	1.764.565	137	1.764.702
3	2013	1.787.958	371	1.788.329
4	2014	2.752.724	128	2.752.852
5	2015	2.752.724	128	2.752.852
6	2016	3.066.134	243	3.066.377
7	2017	3.124.623	325	3.124.948

Kuningan Regency has 32 sub-districts, one of them is Jalaksana sub-district, where Jalaksana sub-district has an area of 21,590 Km² with 15 villages and one of them is Manis Kidul village with a population of 6,540 consisting of 3,402 men and 3,138 women consisting of 5 (five) hamlets. Sweet Kidul village with 5 hamlets has a variety of tourism potentials and can make tourism opportunities in the Manis Kidul Village with reference to 4 A and 1 C, which consists of attraction (access), accessible (achieved system), amenities (facilities), ancillary (tourism institutions) and community involvement (community involvement) through a documentation of data contained in the village of Manis Kidul.

1.2 Problem Formulation

The formulations of the problems that will be highlighted in this research are as follows:

- a. The effect of the environment towards the successfulness of tourism industry in Manis Kidul Village
- b. The effect of facilities towards the successfulness of the tourism industry in Manis Kidul Village
- c. The effect of organizational culture of the agency towards the successfulness of Tourism industry in Manis Kidul Village

1.3 Research Objectives

In this study, the main objective is to determine the factors that contribute to the successfulness of the tourism industry in Manis Kidul village as well as the development of the Manis Kidul village as a tourism destination in Kuningan District.

1.4 Research Approach

The usage of the positive paradigm in this research has been found to be suitable, because it is capable of explaining the association or relationship between the organisational culture, the environment and the facilities in Manis Kidul Village. Furthermore, hypotheses testing will be able to evaluate the relationship between the variables and thus, if the relationship has found to have existed, any changes in one variable would affect or influence another variable (Cavana, Delahave & Sekaran 2001).

II. LITERATURE REVIEW

According to Schiffman & Kanuk (2008: 137), perception is defined as the process by which natural environments to choose, arrange, and interpret stimuli into meaningful and sensible images about the world. Two natural environments may receive the same stimuli in the same tangible conditions, but how each person knows, chooses, arranges and interprets them is a very natural environment process based on each person's own needs, values and expectations. The consumers' perceptions of a product according to Schiffman and Kanuk (2008: 157-173) can be seen based on the following:

Schiffman and Kanuk (2008: 160-161) states that perception regarding prices is how consumers perceive certain prices such as high, low, reasonable. Price has a strong influence on buying intentions and buying satisfaction. Perception of price injustice will affect one's perception of the value of the product and ultimately affect the willingness to become a tourist. Schiffman and Kanuk (2008: 160-163) states that consumers often judge the quality of certain products or services on the basis of the various kinds of information cues they associate with the product. Both intrinsically and extrinsically are the basis for the perception of the quality of the product or service. Perceived product quality intrinsic cues related to the product's own physical characteristics such as size, color, taste or aroma. Perceived service quality the quality of service referred to here is the quality of the services provided by a community. According to Schiffman and Kanuk (2008: 170), perceived risk is defined as the uncertainty faced by consumers if they cannot predict the consequences of their purchasing decisions. Some of the risks felt according to Schiffman and Kanuk (2008: 171) are as follows:

- 1) Physical risks to themselves and others that the product can cause.

2) Social risks risk that poor product choices can cause embarrassment in the social environment. This is because the quality of goods is not good or where the purchase is not in accordance with his lifestyle.

3) Organizational culture risk means the risk that a bad product choice can hurt the consumer's ego. According to Suryani (2008: 115), organizational culture risks in purchasing products take the form of organizational culture discomfort, poor self-image, and low self-esteem.

4) Time Risk is the risk received by consumers in the form of loss of consumer time due to product purchases (Suryani, 2008:115). The planning and management of natural, socio-cultural and tourist attractions of special interest must be based on national and regional development plan policies. If the two policies have not been arranged, the tourist attraction development planning team must be able to assume a policy plan that is relevant to the area concerned. A tourist attraction must meet the requirements for the development of the region, according to Maryani (1991: 11) these requirements, including (1) What to see that in that place there must be different tourist objects and attractions that the area must have special attractions and cultural attractions that can be used as "entertainment" for tourists. What to see includes natural scenery, activities, arts and tourist attractions, (2) What to do that is in that place, besides a lot that can be seen and witnessed, recreational facilities must be provided that can make tourists feel at home for staying longer at the place, (3) What to buy which is a tourist destination must be available facilities for shopping, especially souvenirs and folk crafts as souvenirs to be brought back to their place of origin, (4) How to reach the destination which includes accessibility, how we visit the tourist attraction, vehicles what will be used and how long it will take to arrive at the destination.

2.2 Types of Tourism

Movement or movement of people from one place to another place that is temporary, where the person is carrying out various kinds of activities or activities that are temporary, it will form various types of tourism activities. As for the types of tourism, according to Pendit (1999: 42) tourism based on the types can be divided into two categories, namely:

1. Natural Tourism, which consists of:

a. Beach tourism (Marine tourism), is a tourism activity that is supported by facilities and infrastructure for swimming, fishing, diving, and other water sports, including facilities and infrastructure for accommodation, food and drink.

b. Ethnic Tourism (Ethnic tourism), is a trip to observe the embodiment of culture and an attractive lifestyle of the people.

c. Nature Reserve Tourism (Ecotourism), is a tour that is often associated with a penchant for natural beauty, fresh air in the mountains, wonders of rare animal life, and plants that are rarely found in other places.

d. Buru Tourism is a tour conducted in countries that do have areas or forests where hunting is justified by the government and promoted by various travel agents or agencies.

e. Agro Tourism is a type of tourism that organizes trips to agricultural, plantation and nursery projects where group tours can conduct visits and observations for the purpose of study or enjoy the fresh plants around it.

2. Socio-Cultural Tourism, consisting of:

a. Archaeological and monuments, this tour includes cultural groups, national monuments, historic buildings, cities, villages, religious buildings, and other historic sites such as battle fields which are the main tourist attractions in many countries .

b. Museums and other cultural facilities are tours that relate to aspects of nature and culture in a particular region or area. The museum can be developed based on its theme, including archeology, history, ethnology, natural history, arts and crafts, science and technology, industry, or other special themes.

2.3 Offers of tourism products

The potential for tourism in an area will be seen in its development based on aspects offered by regional tourism, Medlik 1980 in Ariyanto 2005, there are four aspects (4A) that must be considered in tourism offerings, where aspects of tourism product offerings include:

1. Attraction, where the tourist destination in attracting tourists should have both natural and community attractions and culture.

2 Accessible system, this is intended so that the tourist system and foreign countries can easily achieve the destination to the tourist attractions

3 Facilities is the third requirement and indeed one of the requirements of a Tourist Destination Area (DTW) where tourists can feel comfortable staying longer in the Region.

4 The existence of a Tourism Institution (Ancillary). Tourists will increasingly visit and look for DTW (Tourist Destination Areas) if in that area tourists can feel security, (Protection of Tourism) and are protected both by reporting and submitting a criticism and suggestion regarding their whereabouts as visitors / people traveling. According to Inskeep in Suprpto's thesis (2005), tourism components are always there and are a basic component of tourism and interact with one another, where the tourism components can be grouped as follows:

a. Attractions and tourist activities

The intended tourism activities can take the form of all matters relating to the natural environment, culture, uniqueness of an area and other activities related to tourist activities that attract tourists to visit a tourist attraction.

b. Accommodation

The accommodation in question is a variety of hotels and various types of other facilities related to services for tourists who intend to spend the night during their tour.

c. Facilities and tourist services

Facilities and tourist services in question are all the facilities needed in the planning of tourist areas. These facilities include tour and travel operations (also called welcoming services). These facilities for example: restaurants and various types of other eating places, shops to sell handicrafts, souvenirs, specialty shops, grocery stores, banks, money changers and other financial service facilities, tourist information offices, personal services (such as beauty salons), health service facilities, public security facilities (including police and fire stations), and travel facilities for entry and exit (such as immigration and customs offices).

d. Transportation facilities and services

It includes transportation access to and from tourist areas, internal transportation connecting the main attractions of tourist areas and development areas, including all types of facilities and services related to land, water and air transportation.

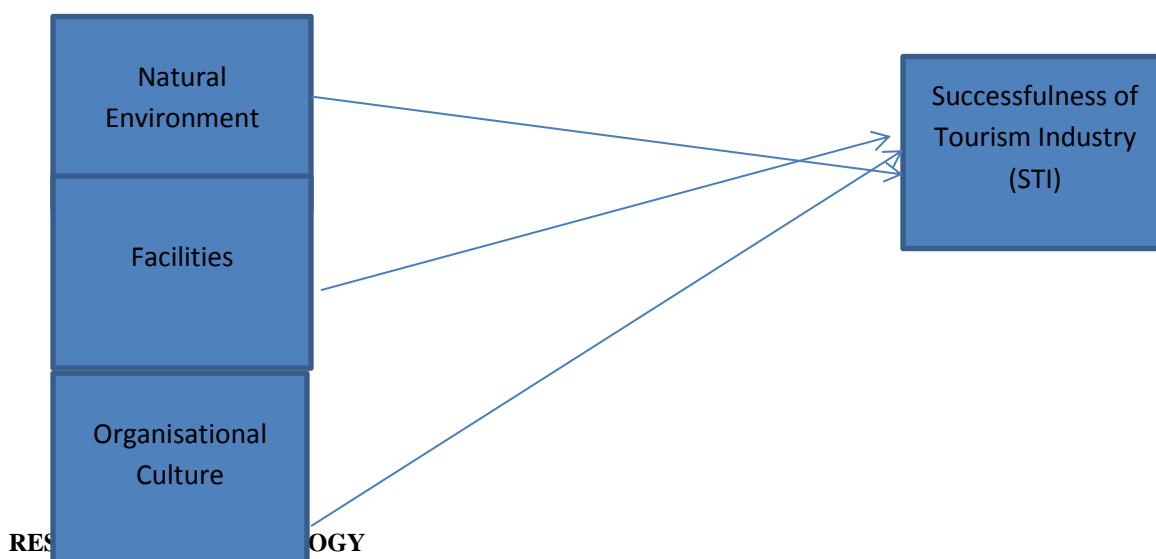
e. Other infrastructure

The infrastructure in question is the provision of clean water, electricity, drainage, sewerage, telecommunications (such as telephone, telegram, telex, facsimile, and radio).

f. Organizational Culture

The intended institution is the institution needed to develop and manage tourism activities, including workforce planning and education and training programs; develop marketing strategies and promotional programs; structuring public and private sector tourism organizations; rules and regulations relating to tourism; determine investment policies for the public and private sectors; controlling economic, environmental and social cultural programs.

Theoretical Framework For This Research



III. RESEARCH STAGES

Research on the perception of Manis Kidul villagers in the development of Manis Kidul village as a tourism destination in Kuningan District will be conducted through observation as well as interviews with Manis Kidul villagers about the potential of tourist objects and attractions. This research also study on the readiness of the Manis Kidul village community to receive tourists to visit Manis village Kidul and know the positive and negative impacts of the existence of tourism in the village of Manis Kidul. Hence, from observational data, interviews and compelling studies collected in the village of Manis Kidul will be analyzed by survey analysis so that it will provide a clear perception of the community of the village of Manis Kidul towards developing the village of Manis Kidul as a tourism destination in the Jalaksana district of Kuningan district.

3.3 POPULATION AND SAMPLING

In a study, the selected population has a close relationship with the problem under study. Population is the object of the researcher or used as a source of data from a study, Sugiyono (2012: 297) said "in quantitative research, populasi is defined as a generalization area consisting of objects and subjects that have certain qualities and characteristics set by researchers to study and draw conclusions" . The population in this study is the population of Kidul Manis visitors. The author made observations and brief interviews with the manager of the Palace, Department of Tourism and the community.

The sample is part of the elements of the population to be studied. The basic idea of sampling is that by selecting parts of the population elements, conclusions about the whole population are expected to be obtained, Cooper & Pamela (2001). The economic advantage of sampling is that it costs less and provides faster results. The respondents of this study consisted of visitors of all ages and genders who came to the Kidul Manis Village. To measure and determine the sample size of a population, the researchers used Slovin's opinion.

3.4 Unit of Analysis

Research on data collection on the community that resides Manis Kidul area and the survey on the development of Manis Kidul village as a tourism destination was conducted in Manis Kidul village, Jalaksana sub-district, Kuningan district in 5 hamlets of Manis Kidul village.

4.0 Result of this research

4.1 Reliability Test for This Research

Table 4.1 Cronbach's alpha analysis (Reliability Test)

Questions Category	Cronbach's Alpha	No of Items
Natural Environment	0.75	10
Facilities	0.85	10
Organizational Culture	0.80	10

Source: analysis of data survey

Testing the reliability of the questions that used Likert's Scale showed that data from this research was reliable with Cronbach's alpha value of at least 0.70 as shown in Table 4.5. Sekaran (2003) states that the closer the alpha value to 1 means the data is more reliable. In general, reliabilities less than 0.60 are considered to be poor or not good, those in the 0.70 are acceptable, and those over 0.80 are considered good. Therefore, we can conclude that the data collected in this research was reliable and acceptable.

The Cronbach's alpha for the 10 items in Natural Environment components was .75 in this research (refer Table 4. 1). According to Hair et al. (1998, p.118), 'the generally agreed upon limit for Cronbach Alpha is .70 although it may decrease to .60 in exploratory research'. Thus, all components in Effective Feedback component have been found reliable in this research.

The Cronbach's alpha for the 10 items in Facilities components was .85 in this research (refer Table 4.1). According to Hair et al. (1998, p.118), 'the generally agreed upon limit for Cronbach's Alpha is .70 although it may decrease to .60 in exploratory research'. Thus, all components in Facilities perspective have been found reliable in this research.

The Cronbach's alpha for the 10 items in Organisational Culture components was .80 (refer Table 4.1). According to Hair et al. (1998, p.118), 'the generally agreed upon limit for Cronbach's Alpha is .70 although it may decrease to .60 in exploratory research'. Thus, all components in Organisational Culture have been found reliable in this research.

Reliability Test: Mean and Standard Deviation

Table 4.2

Perspectives	Mean	Standard Deviation
Natural Environment Perspective	2.57	1.00
Facilities Perspective	2.32	1.01
Organizational Culture Perspective	3.22	1.15

Source: analysis of data survey

Bartlett's Test & Kaiser-Meyer-Olkin

Table 4.3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.641
Bartlett's Test of Sphericity	Approx. Chi-Square	5225.060
	Df	496.000
	Sig.	.000

Source: analysis of data survey

The Bartlett's Test was significant ($p < .001$) for all independent variables namely the natural environment, environment and organizational culture factors. The Kaiser-Meyer-Olkin measure of sampling adequacy for 3 perspectives, successfulness of Tourism Industry (STI) as dependent variable have been found to achieve greater than the acceptable level of 0.60. Thus, the high statistics in terms of value have indicated the suitability of data for factor analysis. Hence, factorability for this study was assumed and Bartlett's Test of Sphericity has produced large Chi-square statistics suggested that there were relationship between variables.

Summary of Result of Pearson Correlation Analyses for This Research

Table 4.4

Variables	R Value	R-Square	F-Statistic	Std Error Estimate	P-value	Conclusion
Natural Environment Perspective	0.45	0.18	89.32	0.31	<0.001	Significant at $p < 0.001$

Facilities Perspective	0.27	0.03	12.91	0.33	<0.001	Significant at p<0.001
Organizational Culture perspective	0.35	0.06	25.44	0.33	<0.001	Significant at p<0.001

Source: analysis of data survey

Table 4.5 Pearson Correlation Analysis 1

Perspectives	Pearson's R	R ²	F-statistic	p-value
Natural Environment Perspective	0.45	0.18	89.32	<0.001
Facilities Perspective	0.27	0.03	12.91	<0.001
Organizational culture Perspective	0.35	0.06	25.44	<0.001

Source: analysis of data survey

4.2 Result of the Pearson Correlation Analysis (PCA)

The Pearson Correlation Analysis (PCA) evaluated the Natural Environment perspective and found it to be significant with a p value less than 0.001 and with a Pearson R value of 0.45. The result support Hypothesis 1, which states that there is a positive relationship between the Natural Environment perspective and STI in Cirebon.

The Pearson Correlation Analysis (PCA) evaluated the Environment perspective and found it to be significant with a p value less than 0.001 and with a Pearson R value of 0.27. Thus, this result supported Hypothesis 2, which states that there is a relationship between the Facilities perspective and STI in Cirebon.

The Pearson Correlation Analysis (PCA) evaluated the Organizational Culture perspective and found it to be significant with a p value <0.001 and with a Pearson R value of 0.35. This result support Hypothesis 3 indicated that there is a positive relationship between the Organizational Culture perspective and STI in Cirebon.

Table 4.6 Summary of Regression Analysis for This Research

Variables	R Value	R-Square	β	Std Error Of Estimate	P-value	Conclusion
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Natural environment	0.45	0.18	0.143	0.31	<0.001	Significant
Facilities	0.27	0.03	0.06	0.33	<0.001	Significant
Organizational Culture	0.35	0.06	0.072	0.33	<0.001	Significant

Result of Standard Regression

The standard regression indicates that there is relationship between the three independent variables with the dependent variable. The p value for all independent variables is less than 0.01 and proved the significant relationship. The significant value for all independent variables was less than alpha value of 0.05. Hence, the evidence from the result of standard regression proved the positive significant relationship between all independent variables with dependent variable in this research.

IV. CONCLUSION

This research also showed the Kidul Manis Citizen Village could become the learning community as it stimulate the creativities of the citizens or citizen in implementing the ideas and the efficiency of the information system would lead to the high level of citizens' satisfaction. Hence, the self-esteem of the workers and the commitment of the citizens has been found to become better with the usage of the information system which leads to the high level of efficiency.

Thus, it enhanced the level of job satisfaction among the citizens and create a sense of belongings among themselves. The good bonding among the citizens and the good relationship with the management would resulted the high level of organizational commitment and thus, contribute to the higher performance of the natural environments and the community as a whole. The usage of the information system has been proven to benefit the people in the firm as the efficiency level has been increased significantly and thus contribute to the stakeholders such as the public and the shareholders. It promotes better relationship between the companies and the tourists and hence resulting in high level of tourists' satisfaction.

In a financial aspect, the costing and the budgeting are the two areas that has been found to be improved significantly in implementing the business model. The estimation of the cost has been found to be more accurate and thus, would increase the level of efficiency and the cost of production has been found to be significantly improved in this research. The internal business environment that consist the infrastructures, the community's culture and the villagers has been found to be improved by the usage of the information system (Saudi, 2018). The collaboration amongst the functional department has contributed the successfulness of the implementation of the business project in sync with the mission and the vision of the community has been found in this research. The level of synergy among the workers and the commitment of the workers has been increased significantly by the usage of the information system.

The business processes has been found to become more efficient as the information has been disseminated throughout the community. The clear vision and the mission by the top management which is understood by all levels has contributed to the success of the implementation of the business model of the construction companies in this research. The process of business process re-engineering (BPR) has been performed proved that the community itself is promoting the organisational

development (OD). The emergence of the correct and reliable information helps the managers to make better decision throughout the business processes. Hence, the level of satisfaction amongst the workers has been found to be increased significantly. The level of creativity and the sense of belongings has increased due to the fact that the ideas from the citizens has been taken as consideration by the management of the firm. The strong culture could be promoted to achieve the competitive advantage of the firm in the tourism industry. The needs of the tourists have been fulfilled with the efficient internal business processes and the usage of the information system has been found beneficial to know the needs of the tourists and thus, leads to know the latest market trend and the importance of the product and services towards fulfilling the needs of the potential tourists. The competition in the tourism industry has contributed to the price war and thus, through the information system, the companies knew the correct strategies to be implemented and therefore, the companies need to rely heavily on the core-competency of the firm in order to achieve competitive advantage. Thus, by the usage of the reliable information system, the companies would be able to rely on their market niche and throughout market segmentation, the cost of marketing could be reduced significantly, which resulted in higher profit for the firm. Finally, the support from the top management has been found to be significantly benefited the companies by having a strong communication between them and the employees by way of effective communication through an efficient information system.

This research also showed the community could become the learning organization as it stimulates the creativities of the villagers in implementing the ideas and the efficiency of the information system would lead to the high level of community' satisfaction. Hence, the self-esteem of the villagers and the commitment of the public has been found to become better with the usage of the information system which leads to the high level of efficiency.

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