

IDENTIFICATION OF ONLINE REVIEWS OF TOURIST SATISFACTION VISITING LABUAN BAJO TOURISM DESTINATIONS

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Abstract

This study aims to find out reviews regarding tourist satisfaction visiting Labuan Bajo Tourism Destinations. This study uses a qualitative approach with primary and secondary data sources. There are several types of qualitative data analysis techniques belonging to Spradley, namely: (1) descriptive observations, (2) domain analysis, (3) focused observations, (3) taxonomic analysis, (4) selected observations, (5) componential analysis, and (6) Theme analysis. Primary data sources are in the form of interviews and online reviews of tourists on the Traveloka and TripAdvisor platforms, while secondary data sources are in the form of literature studies and documentation. To support the research results, data were collected through observational literature studies and interviews using research instruments in the form of interview guides. Based on the results of the research on the perceived positive aspects, there are indications of tourist satisfaction visiting Labuan Bajo Tourism Destinations, namely brand image and service quality. Meanwhile, in the aspects of re-purchase, word of mouth, product quality, price, and emotional factors, there is tourist dissatisfaction for several technical reasons.

Keywords: *online reviews, tourist satisfaction, Labuan Bajo*

Introduction

Priority destinations became an Indonesian government program launched in 2015 to develop and promote tourism in Indonesia. The Priority Destination Program aims to develop tourism infrastructure, improve the quality of tourism services, improve tourist safety and comfort, and increase tourism promotion to increase the number of tourist visits and income from the tourism sector in Indonesia. This priority area includes 10 tourist destinations, one of which is Labuan Bajo (Kemenparekraf, 2021). Labuan Bajo is a small town located in the southwest of Flores Island, East Nusa Tenggara, Indonesia. This city is famous for its natural beauty, including the Komodo marine national park which is famous for its endemic animals, namely the Komodo dragon. Labuan Bajo also has easier and more convenient access, with a new airport and direct flight routes from several major cities in Indonesia, such as Jakarta, Bali, Surabaya and Makassar. This makes it easier for tourists to visit Labuan Bajo and makes it one of the best tourist destinations in Indonesia (Bahri & Abdilah, 2022).

In recent years, Labuan Bajo has experienced rapid development in the tourism sector. Along with the development of the industrial revolution which

entered phase 4.0, it encouraged the tourism industry, especially in Labuan Bajo, to innovate from various sides, starting from the method of introducing products, to developing the product or service itself (Wachyuni et al, 2020). The rapid development of technology and the internet has resulted in information about tourist destinations in Labuan Bajo becoming more accessible to many people, one of which is through online reviews. By reading online reviews, tour service providers and stakeholders can find out the advantages and disadvantages of their services, so they can improve quality and provide a better experience to tourists.

One of the most trusted sources of online reviews that tourists can use is virtual traveler TripAdvisor. TripAdvisor is an online platform that provides information about tourist attractions, hotels, restaurants, and other attractions around the world. The site builds a large database of travel information that provides search engines for travel sites such as Expedia and Travelocity (rasacademy.com). In the following years, TripAdvisor became one of the most well-known websites in the world for providing user reviews and recommendations. This website is available in approximately 28 languages and has received more than 500 million reviews and opinions from registered travelers. Information about tourist accommodation reviews available on the internet, especially Tripadvisor, can be used to evaluate and develop tourist destinations. Information in the form of reviews that are analyzed is expected to become findings regarding the dimensions of customer satisfaction and become material for strategies to improve the quality to customer loyalty (Bhaskara, 2018; Pitanatri & Pitana, 2019). From the description above, to identify online reviews about Labuan Bajo, researchers use TripAdvisor and Traveloka as trusted sources.

This research aims to Understanding Tourist Satisfaction. By examining tourist reviews, the stakeholders can understand tourist satisfaction with the tourist attractions they visit. This information can help stakeholders, such as tourism managers, to improve or enhance the services or facilities available so that tourists are more satisfied with their experience. Through tourist reviews, the stakeholders can also evaluate tourist attractions and how visitors respond to them. This research can help tourism managers plan promotional strategies or develop more appealing tourist attractions. Therefore, in this study, the researchers raised the topic of Identification of Online Reviews of the Satisfaction of Tourists Visiting Labuan Bajo Tourism Destinations.

Literature Review

Tourism According to Law Number 10 of 2009

Tourism is various tourism activities supported by various facilities and services provided by the business world, government, and local government. The government's role is also very important in tourism development, where the government has the power to regulate, provide and allocate various infrastructures related to tourism needs. The tourism sector is becoming the most important thing in improving the socio-economic community as a result of the active role of the community is expected.

Tourism makes the community the main role in tourism activities, so that the tourism sector is able to grow and continue because this type of tourism

emphasizes an active role in society in general and become supervisors in the sectors tourism in each tourist area. The role of the community is expected to be actively involved as a control to make the tourism area orderly and of course develop according to what they need.

Tourist Destinations

Tourist destination is a place with a shape that has a real boundary or based on perceptions, whether in the form of physical boundaries, politics, or by market (Kotler, 2010). A destination is a specific area chosen by a visitor where he can stay for a certain time. Destinations can be used for a planned area partially or completely with amenities and services for tourism products, recreational facilities, restaurants, hotels, attractions, and what visitors need (Hadiono, 1996). There are 4 basic components of a tourist destination, including:

1. Attractions

Attractions are the objects or events that attract tourists to a destination. Attractions can be tourist sites, museums, cultural events, and natural attractions (Cooper et al., 2018).

2. Accommodations

Accommodations refer to any type of dwelling or lodging available to tourists during their stay at a destination. This can include hotels, resorts, homestays, and others (Buhalis & Law, 2008).

3. Accessibility

Accessibility refers to the ease of access to a tourist destination, including transportation and infrastructure needed by tourists during their trip. Factors that affect accessibility include distance, transportation costs, and transportation networks (Getz, 2008).

4. Amenities

Amenities refer to the services and facilities available to tourists during their stay at a destination, such as restaurants, souvenir shops, amusement parks, and healthcare facilities (Jamal & Getz, 1995).

Online Reviews

Online reviews are writings that contain considerations or assessments of a work written or created by another person (Isnaton, 2013). Online Review an important role in shaping Labuan Bajo Destinations in the digital market. They can help Labuan Bajo develop the brand, attract new prospects, drive more revenue, and educate themselves on strategies to grow and improve Labuan Bajo. They are truly an important resource for the tourist destination of Labuan Bajo, and they are only becoming more important day by day. Regardless of whether the tourism destination one chooses to intentionally encourage and monitor Labuan Bajo online reviews, those reviews will still play a role in the decision that the audience makes. If Labuan Bajo wants to increase brand trust and drive more sales, making online reviews part of the business model is smart. Labuan Bajo management cannot force customers to leave reviews, the final decision is always in their hands. But management can take steps to increase the likelihood that they will take the time to provide Labuan Bajo with an online review.

On the other hand, Labuan Bajo Managers should have a better understanding of why Labuan Bajo destinations need online reviews and how it

can help improve overall search engine rankings. Remember that the opinions of customers and website visitors can provide value for Google and other search engines. Take advantage of these valuable resources and see how they help improve the ranking of Labuan Bajo websites

Tourist Satisfaction

Tourist satisfaction plays a very important role sure the survival of a business. Service company goals besides to get profit also give satisfaction to their customers, both in terms of quality and the service they provide for these consumers. Tourist satisfaction is a situation indicated by consumers when they recognize their needs and wants as expected and well fulfilled (Tjiptono, 2012). Tourist satisfaction is an overall measure of tourist opinion on each destination quality (Coban 2012). This measure can be considered as a value regarding the quality of outcomes from tourism destinations, for example the treatment and service that tourists feel towards tourism destinations, but not only the results at the end of the experience. Measuring satisfaction with three items, the first relates to whether or not tourists are happy with their decision to visit a tourism destination, second is the belief that choosing a related destination is the right thing and third is the overall level of satisfaction while traveling to a tourism destination (Ester et al., 2020). Meanwhile, according tourist satisfaction is the level of one's feelings after comparing the perceived performance or results compared to their expectations. Consumers can experience one of three levels of general satisfaction, namely if performance is below expectations, consumers will feel disappointed, but if performance matches expectations, consumers will feel satisfied and if performance exceeds expectations, consumers will feel very satisfied, happy or excited. So it can be said that perception is the same as performance consumer satisfaction. According there are 5 main factors that need to be considered in relation to tourist satisfaction, namely the quality of tourism products, the quality of tourism services, emotional image, price, and costs.

Research Methodology

This study uses a survey method with data collection techniques, namely the method of interviewing tourists who come to Labuan Bajo to validate data regarding data that has been searched for in online reviews, then the observation method is by coming directly to Labuan Bajo to observe the condition of Labuan Bajo whether it is indeed as written like tourist comments, and also with the Documentation method to support statements or validate the results of our observations in Labuan Bajo. The location of this research was conducted at Labuan Bajo.

This study uses netnography to review tourist satisfaction at the Labuan Bajo tourist destination. Netnography is the study of human behavior and interaction in online environments. Netnography is a qualitative research methodology that adapts ethnographic research techniques to online community studies (Kozinets, 1998). In this study, the qualitative descriptive data analysis technique used was the Spradley model. Spradley's data analysis is a qualitative research method that is used to explore the meanings of data such as interviews or observations. This method is intended to help researchers understand and explain

phenomena in depth. According to Spradley, there are three main stages to the analysis process: domain analysis, taxonomic analysis, and componential analysis (Spradley, 1979). In this research, the object of research is online reviews regarding tourist satisfaction at Labuan Bajo Tourism Destinations, which can be measured by the variable customer satisfaction. The variables have the following indicators (Kotler & Keller, 2009):

1. Re-purchase
2. Word of mouth
3. Brand image
4. Product quality
5. Price
6. Service quality
7. Emotional factors

Results and Discussion

Based on the reviews that have been observed are collected into descriptive observations. The reviews written on TripAdvisor and Traveloka contain elements that make up tourist satisfaction. As for the indicators formed in the theory of customer satisfaction through the Spradley analysis method in the domain analysis stage, tourist satisfaction consists of 7 indicators, namely:

Repurchase

Repurchase Intention according to Peter & Olson (2015: 223) is a purchasing activity that is carried out more than once or several times. The satisfaction that a consumer gets, can be encouraged by someone to make a repeat purchase, to be loyal to the product, or to be loyal to where he bought the item so that consumers can tell good things to others.

Based on netnographic studies on 70 online reviews, it shows that Labuan Bajo Tourism Destinations meet tourist satisfaction on the Repurchase indicator. In an online review via TripAdvisor, tourists experience a positive experience when visiting Padar Island. This is an opportunity to optimize and encourage repurchases or an interest in repurchasing tourism products in Labuan Bajo. In her review, Rosalina I's account describes her experiences while enjoying the scenery while at one of the tourist destinations in Labuan Bajo. This of course can increase repurchase or interest in buying back tourism products in Labuan Bajo. Based on the interview results, tourists experience a very memorable experience when visiting several tourist destinations in Labuan Bajo so that some of them make repurchases or come back.

Word of Mouth

Word of mouth (WOM) is generally a response to consumer experiences while enjoying or using a product or service, specifically in the form of comments or recommendations. As previously stated, this factor has a strong influence on decision making by other parties. In its development, WOM has transformed and is known as EWOM (Electronic Word of Mouth) which is influenced by developments in the digital world (Jalilvand & Samiei, 2012; Phillips et al., 2013; Sindunata & Wahyudi, 2018)

Based on several online reviews that meet tourist satisfaction on word of mouth indicators. In online reviews through the Tripadvisor platform, it can be seen that there are positive reviews from tourists, i.e. tourists feel satisfied when taking a tour or vacation to Labuan Bajo because the availability of facilities, infrastructure and services provided are very good and exceed tourist expectations so that tourists who have visited are very pleased. suggest or recommend taking a vacation to Labuan Bajo so that you can experience the best experience as the tourist has felt. There are no negative reviews regarding word of mouth indicators submitted by tourists on the Tripadvisor platform in 2023. In other reviews, they gave positive reviews when visiting Labuan Bajo, namely by highly recommending through their writing. Cuba L felt that visiting Labuan Bajo was the best decision, because of the comfortable infrastructure and crew members who provided good and professional service.

Brand Image

(Nursanti et al, 2009) and (Hariyani & Sartana, 2014) view that brand image is the characteristic of a number of associations that give rise to a unity of meaning, which in the end this unity of meaning determines the integrated consumer reaction in giving an assessment or response to a brand (brand). This determines the consumer's reaction integrated in providing an assessment of response to a brand (Hariyani & Sartana, 2014). This review is categorized as quite good because all tourists have filled out the review correctly and according to tourist responses so that it is poured on the Tripadvisor application. Therefore, it can be related to the current conditions at the tourist attraction, it is true that the brand image of Labuan Bajo has beautiful nature and tourists can also enjoy the beauty of the islands by Phinisi.

Based on online reviews on the Tripadvisor platform related to "Brand Image" owned by the Labuan Bajo tourist destination given by travelers point out that the positive reviews are mostly satisfied tourists with views of the landscape and charming underwater beauty with the beauty of the diversity of fauna owned in Labuan Bajo. This is shown by giving reviews with 4 to 5 stars which on the Tripadvisor platform means "satisfied" and "very satisfied". However, there are also negative online reviews on the Tripa platform Tripadvisor related to the "Brand Image" given by tourists who show reviews negative which revealed the declining quality of attractiveness caused by the Covid -19 pandemic which caused a decrease in the number of tourist visits accompanied by the neglect of the existing attractiveness so that the quality of the Labuan Bajo tourist destination decreased. This is shown by giving the number 2 which is on the platform Tripadvisor it means "bad".

Tourists visiting Labuan Bajo commented that the experience they got when visiting tourist destinations in Labuan Bajo was the tourist attraction of Padar Island by being amazed by the beauty of nature, sailing experiences and extraordinary trekking experiences. In addition, he also recommended visitors to related websites to visit tourist destinations in Labuan Bajo.

In the interview results, tourists are familiar with tourist destinations in Labuan Bajo, a nature based tourist destination and the typical fauna of the Komodo dragon found in Komodo island. Tourist expectations regarding tourist

destinations in Labuan Bajo as a natural tourist destination it is fulfilled by showing the memories that tourists have regarding the stunning natural beauty. This image is of course strengthened by the addition of tourist expectations related to the offered tourism activities such as Phinisi boat packages and trekking seeing Komodo dragons as unique to Labuan Bajo tourist destinations.

Product Quality

Product quality is a product that is in accordance with what is expected by consumers. With good product quality, customers will be satisfied and will make repeat transactions with the service/product provider company (Octavia & Tamerlane, 2017).

In online reviews through the Traveloka platform, tourists feel satisfied because their experience in enjoying tourism products is in accordance with the packages offered. Car transportation provided to tourists is also classified as clean and comfortable. During the trip, tourists are also provided with mineral water and snacks in the form of snacks with a very sufficient amount for tourists who do the tour. Negative reviews on Product quality only consist of technical problems such as: during a tour, the speedboats used by tourists run out of fuel. The tour management office looks abandoned when you want to file a complaint. This is certainly an unfavorable experience for tourists visiting Labuan Bajo Tourism Destinations.

In the interview results, tourists were satisfied with the tourism activities carried out at the Labuan Bajo Tourism Destination. Tourist expectations are fulfilled in terms of the visuals of the tourist destinations that have been visited. Itinerary tour packages carried out by tourists are also very much in accordance with the packages offered by travel agents. Accommodation facilities obtained by tourists are complete and in good condition.

Price

Price is the amount of value exchanged to obtain a product for sensitive customers, usually low prices are an important source of satisfaction because they will get high value for money. In other words, price is the amount of money that consumers pay to buy a product or replace a product's property. Prices include the last price, discount, allowance, payment period, credit terms and retail price.

In online reviews through the Traveloka platform, tourists feel satisfied because the experience of tourists enjoying tourism products is in accordance with the packages offered, and the prices given are in accordance with the services or facilities. Apart from positive reviews, there are several negative reviews from tourists, the prices given are not in accordance with the facilities provided. The bed is narrow and very messy so given 5 stars.

Service Quality

Service Quality is services received by consumers are perceived as expected, then the quality of service is perceived as good and satisfactory, if the services received exceed consumer expectations, then the quality of service is perceived as very good and of high quality. Conversely, if the service received does not match customer expectations, then service quality is perceived as bad (Pitchayadejanant et al., 2019). The categorization of service quality is in accordance with the conditions of tourist attraction in Labuan Bajo so that tourists

have provided feedback on the Tripadvisor application with the services that have been provided by the tour guide friendly as well as good communication of English.

Based on the results of an online review in the period January to March 2023 which can be accessed through Tripadvisor leaving related positive reviews service quality that has been provided by the staff for the needs and requirements visiting tourists. Travelers who give 5 star reviews on Labuan Bajo tourist destination because all staff and tour guides are very friendly to help tourists very well, knowledge about nature like to pick up trash when doing snorkeling activities, active communicate in English, organize activities well even managed to give a last minute refund for 50% tourists who cannot attend as well as professional staff to help tourists to take photos to capture the moment. However, from these online reviews there are negative reviews from tourists regarding service quality. One of them is on the Tripadvisor platform.

On the Tripadvisor platform there is bad customer service or bad service caused by one of the tourist destinations in Labuan Bajo closed so that it requires to change the schedule to another tourist destination, given information at the last minute so tourists have to wait within 1 hour from 5 am and no refund. Not only that, the fins provided when snorkeling are of bad quality and make one the tourists' feet blisters.

Based on the results of interviews, service quality tourists feel sufficiently satisfied both in terms of service, interests as well as safety and comfort at the time traveling especially on Komodo Island and Rinca Island all tourists feel safe and more comfortable because in every tourist there are 3 rangers accompanying tourists to avoid the dangers of dragon attacks. However, there were also several complaints from tourists due to the response from the staff which was quite slow in response but still responded in a friendly and courteous manner.

Emotional Factor

Emotional factors are factors related to one's lifestyle. Emotions are turbulent feelings that have a direct effect on customer satisfaction. This factor is believed to play a fairly important role in determining customer satisfaction, especially in the service sector (e-commerce) (Chang, 2008; Prayag et al., 2017)

Based on the results of online reviews for the period January to March 2023 which can be accessed through Tripadvisor, it provides positive reviews regarding the emotional factors that have been given to tourists. Tourists who give 5 star reviews to Labuan Bajo tourist destinations because Labuan Bajo Tourism Destinations can be accepted by all groups and there is also no deep pressure on holiday adaptation to Labuan Bajo. For negative reviews regarding emotional factors found on TripAdvisor, namely regarding the duration of visits that are too fast and also environmental conveniences such as the presence of garbage which causes negative reviews on the satisfaction of visiting Labuan Bajo

Conclusions

Based on the discussion and results of the qualitative analysis that has been carried out, conclusions can be drawn from the topic of online review

identification on tourist satisfaction visiting Labuan Bajo tourist destinations as follows. (1) a very memorable experience when visiting several tourist destinations in Labuan Bajo so that some of them make repeat purchases or come back (2) tourists feel satisfied when doing tours or vacations in Labuan Bajo because of the availability of facilities, infrastructure and services provided (3) the tourist attraction of Labuan Bajo has natural beauty, sailing experience and trekking experience (4) the tourism products prepared for tourists are very suitable for the packages offered (5) the prices provided are in accordance with the services or facilities (6) the tourism services are very helpful for tourists, actively communicating in English and helping tourists take photos to capture moments (7) Labuan Bajo Tourism Destinations are acceptable to all people and there is no deep pressure to adapt holidays to Labuan Bajo.

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