
FACTORS INFLUENCING VISITOR SATISFACTION AT MARINA BEACH, KALIANDA DISTRICT

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Abstract:

This study was conducted to address the need for a clear understanding of visitor satisfaction levels and the key determinants influencing satisfaction at Marina Beach, Kalianda District, South Lampung Regency. In the context of increasing competition among tourist destinations, identifying the core factors that shape visitor satisfaction is essential for improving service quality and destination competitiveness. Therefore, this study aims to measure visitor satisfaction and determine the dominant factors affecting it. A survey method was applied to 70 visitors. Visitor satisfaction was analyzed using the Customer Satisfaction Index (CSI), while factor analysis was employed to identify the dominant influencing factors. The results indicate “satisfied”, with a CSI score of 77,10%. Five dominant factors were identified: accessibility and security; public facilities; information and services; comfort and attractiveness; and entertainment and attractions. These findings demonstrate that improvements in accessibility, security, and supporting facilities will yield the most significant impact on enhancing visitor satisfaction. The results provide an empirical basis for prioritizing resource allocation and strengthening Marina Beach’s competitive position as a sustainable tourism destination.

Keywords: Beach Tourism, Customer Satisfaction Index, Factor Analysis, Visitor Satisfaction

Article Info:

Submitted: March 21, 2025 | **Revised:** February 21, 2026 | **Accepted:** February 24, 2026

How to cite:

Hayah, S. F., Indriani, Y., & Firdasari. (2026). Factors Influencing Visitor Satisfaction at Marina Beach, Kalianda District. *Jurnal Sains Terapan Pariwisata*, 11(1), 49–61. <https://doi.org/10.56743/jstp.v11i1>

INTRODUCTION

Marine tourism is any tourism activity that utilizes natural resources and their potential as a unique attraction to be enjoyed (Darsana et al., 2023). Research shows that sustainable marine tourism development, especially when community participation and empowerment are prioritized, can support both ecological preservation and socio-economic well-being of local populations (Annida & Taofiqurohman, 2024). Furthermore, proper and sustainable management of marine tourism has been identified as a significant driver of inclusive economic growth by increasing local income, creating employment opportunities, and enhancing community welfare through stakeholder collaboration and community-based approaches (Kuba et al., 2024; Jalaluddin & Wati, 2025)

Geographically, Lampung Province is located at the southern tip of Sumatra Island. Several areas within the province are close to the coast, such as Tanggamus Regency, South Lampung, East Lampung, Tulang Bawang, Pesawaran, the West Coast, and Bandar Lampung. This gives Lampung Province significant potential for marine tourism. If properly utilized, this potential will benefit the surrounding economy. Based on data from the (Statistics, 2023) it is known that the number of marine tourism objects in South Lampung Regency is more dominant compared to the other three tourist objects, namely integrated/artificial tourist objects, natural tourist objects, and historical tourist objects. The category of integrated/artificial tourist objects is 14 objects, historical tourist objects are 8 objects, natural tourist objects are 20 objects, and marine tourist objects are 45 objects. This can be seen that marine tourism objects are the most developed tourist objects in South Lampung Regency. Kalianda District has 20 marine tourism objects. One of the trending marine tourism objects in Kalianda is Marina Beach Tourism, which is located in Merak Belantung Village at a distance of 17,3 km from the center of Kalianda City.

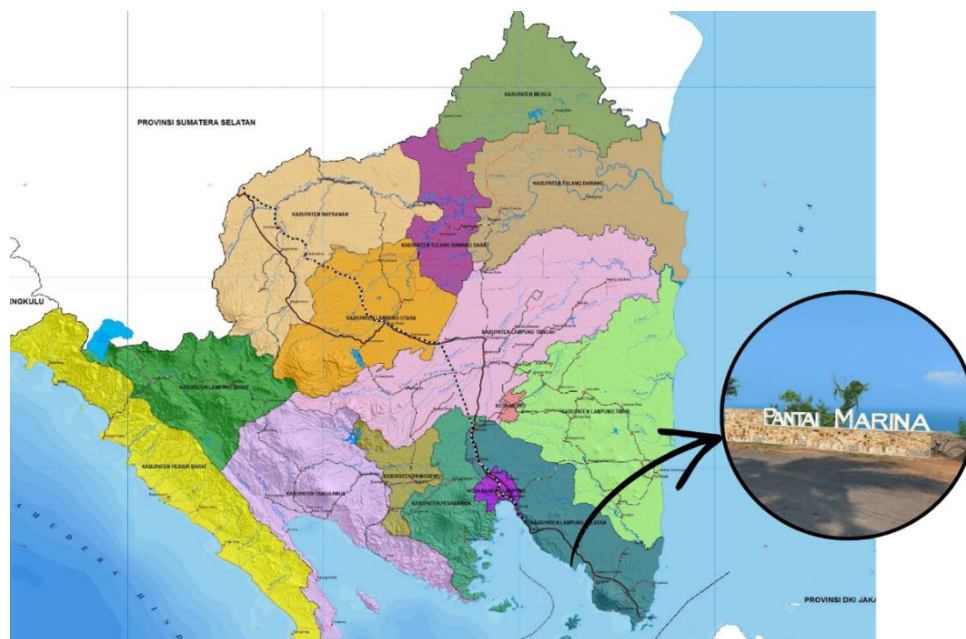


Figure 1. Map of Marina Beach locations

Source: Processed Research Data, 2025



Figure 2. Marina beachfront conditions

Source: Processed Research Data, 2025

Marina Beach is a marine tourism destination managed by the private sector with the involvement of the local community as employees in daily operations such as ticket management, parking, and culinary businesses. Based on information from the Marina Beach management, the number of tourist visits reaches around 60 – 100 visitors per day on weekdays and increases to 200 – 300 visitors per day on weekends, or can be more than 1000 visitors on national holidays, so that the estimated average monthly visits can reach $\pm 3.700 - 4000$ tourists per month and around 42.000 tourists per year. The uniqueness of Marina Beach compared to other beach attractions in South Lampung lies in its combination of panoramic views of the Sunda Strait, a wide stretch of coastline, as well as photo spots reminiscent of Santorini and Morocco, and also a beach volleyball court, making it one of the leading coastal tourist destinations. This indicates that Marina Beach Tourism has an attraction that attracts visitors. This attraction is thought to be related to tourism attributes, namely attractions and the destination environment, accessibility, amenities (tourism support facilities), and ancillary services that refer to research (Raazim & Munasinghe, 2021)

According to Kotler & Keller (2018) visitor satisfaction is a feeling that arises after comparing the expected performance of a product with the actual performance of the product. Visitor satisfaction is closely related to tourism attributes, so it is important for a tourist attraction, including the Marina Beach tourist attraction, to maximize its tourism attributes. This is in line with research by Trecylia et al (2021), which stated that tourism attributes provided satisfaction to Mutun Beach visitors of 74,77% in the "satisfied" category.

Visitor satisfaction become an important indicator in assessing the sustainability and competitiveness of tourism destinations. Previous research by Astuti & Saptaria (2021) identified several dominant service quality factors, including guide attitude, basic public facilities, ease of access, location convenience, and parking availability. Although these findings provide valuable insights, the study mainly emphasized service quality dimensions without comprehensively measuring overall visitor satisfaction levels. In addition, the research was not conducted in the context of marine tourism destinations facing increasing competitive pressure.

In Kalianda, the rapid growth of marine tourism has encouraged the emergence of new beach destinations such as Arang Beach and Rio By The Beach, each offering distinctive attractions. This development has intensified competition around Marina Beach. Based on pre-survey interviews with Marina Beach management, the number of visitors to Marina Beach has decreased by about 10% due to this competition. However, empirical studies that specifically measure visitor satisfaction and identify dominant factors in this competitive environment are still limited, and no related research on Marina Beaches has been conducted previously.

To address this gap, this study applied an integrated analytical approach by combining the Customer Satisfaction Index (CSI) to measure overall satisfaction levels and factor analysis to determine the dominant influencing factors. The novelty of this research lies in the simultaneous use of these methods within a competitive marina tourism context, providing more comprehensive and context-specific evidence to support strategic development decisions at Marina Beach.

Based on the description, this research can give a recommendation to Marina Beach Tourism to maximized tourist satisfaction by considering and implementing factors analyzed in the research. This is related to the aims of this research which to analyze the level of satisfaction and the dominant factors influencing visitor satisfaction at Marina Beach tourist attraction in Kalianda District, South Lampung Regency.

METHOD

The method used in this study was a survey method. The research location was conducted at Marina Beach, Kalianda District, South Lampung Regency, which was deliberately determined considering that Marina Beach Tourism has been established since 2021 and has two new competitors, namely Arang Beach and Rio By The Beach. The presence of Marina Beach has made a significant contribution to the local economy. This destination has boosted economic activity among the surrounding community through the growth of small businesses and employment opportunities. Data collection was conducted from December 2024 to January 2025. The sample size in this study was determined based on the sample size determination theory developed by Isaac and Michael (in Ismail, 2018). This theory is appropriate for this study because it ensures that the selected sample accurately represents the visitor population, thereby increasing the reliability and validity of findings related to visitor satisfaction at Marina Beach. The calculations were performed as follows.

$$s = \frac{(2,706) \times 42000 \times 0,5 \times 0,5}{0,1^2(42000 - 1) + 2,706 \times 0,5 \times 0,5}$$

$$s = \frac{28.413}{419,99 + 0,6765}$$

$$s = \frac{28.413}{420,6665}$$

$$s = 67,54$$

Based on the calculation results above, it was found that the number of research samples was 67,54 respondents or rounded up to 70 respondents from the total visitor population for one year, which is around 42.000 visitors. Respondents were proportioned for weekends and weekdays. According to the results of the pre-survey, it was known that the number of visitors on weekdays, namely Monday, Tuesday, Wednesday, Thursday, and Friday, was around 435 visitors, and on holidays, namely Saturday and Sunday, around 350 visitors. So the sample used was 38 respondents for weekdays and 32 respondents for holidays, with sampling carried out non-randomly (non-probability sampling) using the accidental sampling method.

The data used for this study comprises primary and secondary data. Primary data was obtained through observation, interviews, and direct observation and recording using a questionnaire. Secondary data was obtained through data cited from relevant government agencies, such as the Central Statistics Agency (BPS), the Department of Tourism and Culture, the Coordinating Ministry for Economic Affairs, journals, and other relevant literature.

Interviews were conducted using a questionnaire completed by visitors to Marina Beach. The in this study were tourism attributes such as attractions and destination environment, accessibility, amenities, and ancillary service, by using a 5-point Likert scale based on the level of importance and

performance scores, with the criteria of importance scores of 1-5 (very unimportant - very important) and performance scores of 1-5 (very poor - very good).

Before collecting data for analysis, the questionnaire was tested for conducting validity and reliability by interviewing 30 visitors to Marina Beach. Based on the tests conducted with SPSS, the results showed that the importance score and performance score of the 17 attributes had a calculated r value $> r$ table, where the r table value was 0,3610, which means that the 17 attributes were declared valid. The Cronbach Alpha value for the importance score was 0,825 and the performance score was 0,773, which indicates a Cronbach Alpha value $> 0,60$. Therefore, the 17 attributes were declared reliable (Siregar, 2013).

To analyze the level of visitor satisfaction, the Customer Satisfaction Index (CSI) method was used to determine the extent to which customers were satisfied with the service received (Melida & Pramestari, 2022). This method has been used in several studies, such as by Trecylya, Firdasari, and Marlina (2023), and Wulandari, Indriani, & Riantini (2022). The stages in this analysis are as follows: (1) Determining the Mean Important Score (MIS) and Mean Satisfaction Score (MSS); (2) Creating a weighting factor; (3) Creating a weighted score; (4) Determining the Customer Satisfaction Index. According to Karima, Rachmawati, and Sidik (2022), visitor satisfaction is categorized into five categories, namely 81 – 100 (Very satisfied), 66 – 80 (Satisfied), 51 – 65 (Quite satisfied), 35 – 50 (Not satisfied), and 00 – 34 (Not satisfied).

The factor analysis method is used to analyze the dominant factors that influence visitor satisfaction. Factor analysis is a multivariate statistical technique used to reduce and summarize dependent or independent variables with a large number of interdependent variables (Sutopo & Ginting, 2017). Factor analysis has several stages in the analysis process, namely: (1) compiling a correlation matrix; (2) factor extraction; (3) determining the number of factors; (4) rotating factors; (5) factor interpretation. SPSS 26 is used to process interview data to produce the required domain factors. This method has been used in the research of Astuti & Saptaria (2021). The mathematical model of factor analysis refers to Malhotra (1993) (in Hermawan & Amirullah 2021) which is as follows.

$$X_1 = A_{1.1}F_1 + A_{1.2}F_2 + A_{1.3}F_3 + A_{1.4}F_4 + V_1U_1 \quad (1)$$

$$X_2 = A_{2.1}F_1 + A_{2.2}F_2 + A_{2.3}F_3 + A_{2.4}F_4 + V_2U_2 \quad (2)$$

$$X_3 = A_{3.1}F_1 + A_{3.2}F_2 + A_{3.3}F_3 + A_{3.4}F_4 + A_{3.5}F_5 + V_3U_3 \quad (3)$$

$$X_4 = A_{4.1}F_1 + A_{4.2}F_2 + A_{4.3}F_3 + A_{4.4}F_4 + V_4U_4 \quad (4)$$

Information:

X₁ X₁: Attractions and destination environment

F1.1: Cleanliness of the beach area

F1.2: Natural beauty

F1.3: Suitability of ticket prices to the services provided

F1.4: Safe, comfortable, and attractive atmosphere

X₂: Accessibility

F2.1: Road conditions

F2.2: Ease of access to public transportation

F2.3: Safety on the way to tourist attractions

F2.4: Availability of signs or directions to tourist attractions

X₃: Amenity

F3.1: Diversity of entertainment packages

F3.2: Condition of gazebo facilities

F3.3: Availability of toilets and prayer rooms

F3.4: Availability of food court or canteen

F3.5: Rental price of leased facilities

X₄: Ancillary

- F4.1: Current promotional activities
F4.2: There is an information center on site
F4.3: Friendly and polite service by management and staff
F4.4: Availability of medical services

A_{ij} : Regression coefficient of variable i on *common factor* j

V_i : Standardized regression coefficient of variable i on unique factor i

U_i : Unique factor for variable i

m : Number of *common factors*

RESULTS AND DISCUSSION

Gender Respondents

Based on the results of the field visit, it was found that Marina Beach was visited by more women 52 visitors (74%), compared to men, 18 visitors (26%). This is in accordance with the nature and tastes of women who love beauty. This is in line with research by (Dini et al., 2023) which stated that women tend to visit the beach to find a place to relax and capture moments by taking photos. Women are more likely to plan trips in detail, provide recommendations to family or friends, and always do research on travel and destinations.

Age and Education Respondents

Age is a crucial factor in determining visitor satisfaction. In this study, Marina Beach visitors ranged in age from 19 to 69. Each age group had different levels of satisfaction when evaluating Marina Beach. The most frequent respondents visiting Marina Beach were adults, aged 19-44, with 45 people (64%), followed by the pre-elderly group 36-52, with 19 people (27%), and the lowest number was the elderly group 53-69, with 6 people (9%) (Ministry of Health Regulation, 2016). Detailed data is presented in Table 1

Table 1. Respondent distribution by age and education

Education	Age Range (Years)			Total	(%)
	19-44	45-59	≥60		
SD	1	-	-	1	1
SMP	1	-	-	1	1
SMA/SMK	24	3	-	27	39
D3	6	-	-	6	9
S1	25	6	2	33	47
S2	1	-	1	2	3
Total	58	9	3	70	
(%)	83	13	4		100

Source: Processed data, 2025

Based on Table 1, found that education respondents who visited Marina Beach had a bachelor's degree (47%), followed by high school/vocational high school (39%). A person's educational level reflects how they evaluate and compare experiences that they find more satisfying or less satisfying. This indicates that the education level is related to visitor satisfaction at the Membuku Beach tourist attraction (Yusdin et al., 2021).

Occupation and Income Respondents

In this study, visitors had various types of jobs, including civil servants (PNS), teachers, private employees, students, entrepreneurs/self-employees, rubber farmers, and housewives. Most visitors

in this study worked as private employees (26%) and students (21%). This is because respondents with employee status as private employees and students tend to have flexible hours compared to other types of work. Therefore, it can be seen that the income of Marina Beach Tourism visitors ranges from Rp500.000 to Rp13.500.000 with an average of Rp3.993.071. Detailed data is presented in Table 2.

Table 2. Distribution of respondents by occupation and income

Occupation	Income (Rp)			Total	(%)
	500.000- 5.000.000	5.000.001- 10.000.000	10.000.001- 13.500.000		
Including Civil Servant (PNS)	10	7	-	17	16
Teacher	2	-	-	2	3
Private Employee	15	2	1	18	26
Student	14	1	-	15	21
Entrepreneur/Self-employed	3	6	1	10	14
Rubber Farmer	1	1	-	2	3
Housewife	4	2	-	6	9
Total	49	19	2	70	
(%)	70	27	3		100

Source: Processed data, 2025

Based on Table 2, found that respondents in this study mostly had incomes ranging from Rp500.000 to Rp5.000.000 (70%), with the second-highest income being between Rp5.000.001 to Rp10.000.001 (27%). The income surveyed was the monthly income. Visitor ability to visit tourist attractions is influenced by the amount of income they receive. In a study by Lestari & Dewanti (2020) income significantly impacted the number of tourist arrivals.

Region of Origin (Domicile) Respondents

Region of origin is one factor in determining visitor satisfaction. Each region has its own distinct culture, values, and customs, so knowing the region of origin will yield varied responses. Furthermore, this information can provide insight into the breadth of visitors to Marina Beach. Based on fieldwork, Marina Beach visitors are divided into two groups, those from Lampung and those from outside Lampung. The data obtained is presented in Table 3.

Table 3. Domicile distribution of Marina Beach visitors

No	Lampung			Luar Lampung		
	Daerah	Jumlah	(%)	Daerah	Jumlah	(%)
1.	Lampung Selatan	26	48	Sumatera Selatan	10	63
2.	Lampung Timur	3	6	Banten	2	13
3.	Lampung Tengah	6	11	Jakarta	2	13
4.	Lampung Utara	1	2	Jambi	1	6
5.	Metro	2	4	Bekasi	1	6
6.	Bandar Lampung	12	22			
7.	Peringsewu	1	2			
8.	Pesawaran	1	2			
9.	Way Kanan	1	2			
10.	Tanggamus	1	2			
	Total	54	100	Total	16	100

Source: Processed data, 2025

Visitor Satisfaction Analysis

Marina Beach visitor satisfaction was analyzed using the CSI method. Based on Table 1, the attraction and destination environment attribute, namely the cleanliness of the beach area, has the highest WS value of 28,54. This means that the cleanliness of the Marina Beach area provides the highest satisfaction for visitors. The lowest WS value is for the accessibility attribute, namely ease of access to public transportation, at 14,80. This score indicates that this attribute does not provide much satisfaction for visitors. This is because Marina Beach is located far from the main road, so visitors are advised to use private vehicles or rent a vehicle. These results are in line with the research of Dien, Kapantow, & Rumagit (2024), which stated that the variable of public transportation availability to tourist locations obtained the lowest value of 12,93. Based on Table 4, consumer satisfaction using the customer satisfaction index (CSI) method obtained a value of 77,10%. This means that the index obtained in this calculation is in the range of 66-80 with the criterion of "satisfied", which means that Marina Beach visitor satisfaction is not fully optimal and requires some improvements.

Table 4. Satisfaction scores of Marina Beach tourist visitors

No	Attribute	MIS	MSS	WF	WS
1	Cleanliness of the beach area	4,69	4,30	6.64	28.54
2	Natural beauty	4,44	4,41	6.29	27.78
3	Matching ticket prices with services which are given	3,99	3,66	5.65	20.65
4	Safe, comfortable, and attractive atmosphere	4,53	4,33	6.41	27.77
5	Road conditions	4,33	3,24	6.13	19.88
6	Easy access to public transportation	3,37	3,10	4.78	14.80
7	Safety towards tourist attractions	4,44	3,27	6.29	20.59
8	Availability of signs or road signs towards tourist attractions	4,07	3,77	5.77	21.75
9	Diversity of entertainment packages	3,39	3,27	4.80	15.69
10	Condition of gazebo facilities	3,84	3,99	5.44	21.69
11	Availability of toilets and prayer rooms	4,59	4,29	6.50	27.84
12	Availability of dining areas or canteens	4,24	4,20	6.01	25.24
13	Rental price of the rented facilities	3,60	3,29	5.10	16.75
14	Current promotional activities	4,13	3,91	5.85	22.89
15	There is an information center on site	4,21	4,03	5.97	24.05
16	Friendly and polite service by management and staff	4,31	4,24	6.11	25.93
17	The existence of medical services	4,43	3,77	6.27	23.66
Amount		70,60	65,07		
Total Weight (WT)					385,49
Customer satisfaction index (CSI)					77,10

Source: Results data, 2025

Information:

MIS : Mean Importance Score

MSS : Mean Satisfaction Score

WF : Weighting Factor

WS : Weighted Score

Analysis of Dominant Factors Influencing Visitor Satisfaction

Factor analysis is a multivariate statistical technique used to reduce and summarize dependent variables with several interdependent variables (Sutopo & Ginting, 2017). The variables were first tested for their KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) and Bartlett Test and MSA (Measure of Sampling Adequacy) values. The KMO value was 0,773 with a significance level of 0,000, and all 17 variables had MSA values above 0,5, indicating that a robust factor analysis between the

variables could be conducted (Prakasa & Kurnianingtyas, 2022). The initial stage in factor analysis is to extract variables, namely communalities. The extraction values of the 17 variables are presented in Table 5.

Based on Table 5, it can be seen that the variable of beach area cleanliness (X1) has an extraction value of 0,516, which means that 51,6% of the variance can be explained by the formed factors, as well as other variables. The greater the Communalities value on a variable, the closer the relationship with the formed factors.

Table 5. Communalities

<i>Variable</i>	<i>Extraction</i>
Cleanliness of the beach area (X1)	0,516
Natural beauty (X2)	0,627
Suitability of ticket prices with the services provided (X3)	0,368
Safe, comfortable, and attractive atmosphere (X4)	0,710
Road conditions (Y1)	0,759
Ease of access to public transportation (Y2)	0,621
Safety towards tourist attractions (Y3)	0,745
Availability of signs or directions to tourist attractions (Y4)	0,562
Diversity of entertainment packages (M1)	0,702
Condition of gazebo facilities (M2)	0,528
Availability of toilets and prayer rooms (M3)	0,744
Availability of dining areas or canteens (M4)	0,741
Rental price of leased facilities (M5)	0,534
Current promotional activities (N1)	0,635
There is an information center on site (N2)	0,605
Friendly and polite service by management and staff (N3)	0,713
Availability of medical services (N4)	0,586

Source: SPSS 26 program, 2025

The next step is to determine the eigenvalues by conducting a Total Variance Explained test. This step describes the number of components formed. The eigenvalue must be above one to eliminate any further factors. The eigenvalues indicate the relative importance of each component in calculating the variance of the total variable. The following eigenvalues are obtained from the data processing results.

Table 6. Total Variance Explained

<i>Componen t</i>	<i>Initial Eigenvalues</i>			<i>Extraction Sums of Squared Loadings</i>		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,022	29,542	29,542	5,022	29,542	29,542
2	2,041	12,003	41,546	2,041	12,003	41,546
3	1,386	8,152	49,698	1,386	8,152	49,698
4	1,196	7,034	56,732	1,196	7,034	56,732
5	1,053	6,197	62,929	1,053	6,197	62,929

Source: SPSS 26 program, 2025

Table 6 shows that of the 17 variables analyzed, five main components were formed because they had eigenvalues above one. Components with eigenvalues less than one were not used in calculating the resulting factors. The dominant component was determined by looking at the total

variance explained. These components are accessibility and security with a variance of 29.54%, public facilities with a variance of 12%, information and service with a variance of 8.15%, and comfort and attractiveness with a variance of 6,19%. This finding is supported by research by Viola & Ginting (2022), which states that tourist satisfaction with tourist attractions is influenced by several factors, namely accessibility, environment, price, attractiveness, and tourist facilities.

Table 7. Rotated Component Matrix

Component	1	2	3	4	5
Cleanliness of the beach area (X1)					
Natural beauty (X2)					
Suitability of ticket prices with the services provided (X3)					
Safe, comfortable, and attractive atmosphere (X4)				0,785	
Road conditions (Y1)	0,853				
Ease of access to public transportation (Y2)	0,755				
Safety towards tourist attractions (Y3)	0,707				
Availability of signs or directions to tourist attractions (Y4)					
Diversity of entertainment packages (M1)					0,767
Condition of gazebo facilities (M2)					
Availability of toilets and prayer rooms (M3)		0,851			
Availability of dining areas or canteens (M4)		0,714			
Rental price of leased facilities (M5)					
Current promotional activities (N1)			0,740		
There is an information center on site (N2)			0,756		
Friendly and polite service by management and staff (N3)					
Availability of medical services (N4)			0,669		

Source: SPSS 26 program, 2025

To determine the factors forming the obtained components, the next step is to rotate the factors using the Rotated Component Matrix. The results of the analysis of the forming factors for each component are presented in Table 7. It can be seen that there are variables that form each of the five factors. These variables are variables that have a strong correlation with each factor. Based on this rotation, it is known that from the 17 reduced variables, only five main components are obtained, as follows.

- Component 1 is formed by road conditions (Y1), ease of access to public transportation (Y2), and safety to tourist attractions (Y3).
- Component 2 is formed by the availability of toilets and prayer rooms (M3) and the availability of eating places or canteens (M4)
- Component 3 is formed by current promotional activities (N1), the presence of an on-site information center (N2), and medical services (N4).
- Component 4 is formed by a safe, comfortable, and attractive atmosphere (X4)
- Component 5 is formed by the diversity of entertainment packages (M1)

The next step is to determine the loading factor for each component to determine its correlation with satisfaction. The analysis yielded the values presented in Table 5.

Table 8. Component Transformation Matrix

	<i>Component</i>				
	1	2	3	4	5
1	0,523	0,523	0,433	0,464	0,224
2	-0,678	0,198	0,639	0,086	-0,293
3	0,337	-0,703	0,605	-0,160	0,020
4	0,020	0,374	0,195	-0,816	0,395
5	-0,392	-0,229	0,002	0,293	0,841

Source: Program SPSS 26, 2025

Based on Table 8, it can be seen that on the diagonal, components 1, 2, 3, 4, and 5 each have values (0,523; 0,198; 0,605; -0,816; 0,841). Figures below 0,5 indicate weaker representation in that component, while negative values reflect the direction of the relationship. The results indicate that four key components effectively summarize the five extracted factors and 17 observed variables. Accessibility and security (component 1), information and service (component 3), and entertainment and attractions (component 5) are positively related to visitor satisfaction. Conversely, comfort and attractiveness (component 4) show a negative relationship with satisfaction.

These findings support previous research by Nurmala et al (2022) which highlights the importance of attractions, tourist facilities, and services in shaping visitor satisfaction at Ujong Blang Beach tourism in Lhokseumawe. Theoretically, this study extends the existing tourism satisfaction literature by demonstrating that in the competitive context of marine tourism, accessibility and security serve as key determinants, not merely supporting attributes. The negative associations found for the comfort and attractiveness components also suggest that specific destination attributes may not uniformly increase satisfaction, emphasizing the need for contextual evaluation in tourism research.

From a practical perspective, the results suggest that strategic improvements in accessibility, safety, and service are likely to yield the most significant improvements in visitor satisfaction. This provides a focused and evidence-based basis for destination development planning at Marina Beach.

CONCLUSION

The visitor satisfaction level was 77,10%, indicating that visitors were satisfied with Marina Beach tourism. The index obtained in this calculation ranged from 66 to 80, with the criteria "satisfied," meaning that Marina Beach visitor satisfaction was not yet fully optimal and required several improvements. The dominant factors influencing visitor satisfaction consisted of the first main component, accessibility and security; the second main component, public facilities; the third main component, information and services; the fourth main component, comfort and attractiveness; and the fifth main component, entertainment and attractions.

This research cannot be said to be perfect and has limitations in the research. As for the suggestion for the continuation of the research, it is hoped that further research can analyze the economic valuation and impact of Marina Beach on the community so that it can then be known what factors influence the frequency of visits, consumer surplus, and economic value of Marina Beach tourism, as well as its impact on the community. In addition, tourism managers can make improvements and additions to several infrastructure, such as repairing roads to tourist attractions, paying attention to easy access to public transportation, and adding a variety of entertainment packages, especially for children, so as to reduce the value of dissatisfaction among visitors. The government of the Tourism and Creative Economy Office can establish good cooperation in improving road infrastructure to facilitate visitor access and more intensively hold tourism events for promotion and training of beach officers, so that Marina Beach tourism can be sustainable and help the community's economy, so that it also has a positive impact on the government.

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