

The Influence Of Tour Itinerary On Tourists' Level Of Satisfaction In Tourism Travels: Case Study Of Tourist Travel Bureau In Yogyakarta

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KEYWORDS

itinerary; tourists;
tourist satisfaction

ABSTRACT

A tour itinerary is an important component in a tour package. This research aims to determine the influence of tourist itineraries simultaneously and significantly on the level of tourist satisfaction. The type of research uses quantitative research methods by employing Purposive Sampling techniques where 100 respondents are selected based on certain criteria. The data collection used a Likert scale technique questionnaire. Meanwhile, the instrument testing techniques uses Validity Test and Reliability Test. Furthermore, the data analysis technique in this research applies the Multiple Linear Regression Test, F Test, t Test, and R2 Coefficient of Determination Test. The results of the research show that the results of the F Test, namely tourist itinerary plans simultaneously and significantly influence the level of tourist satisfaction because $F_{count} > F_{table}$ ($66,779 > 3.090$) with $sig\ 0.000 < 0.05$. It can be concluded that H_a which reads "tourist itinerary plans influence simultaneously and significant to the level of tourist satisfaction" received. Moreover, the results of the t test show that the value of $t_{count}(3.685) > t_{table}(1.984)$ and the probability or sig value of $0.000 < 0.05$ for the Travel Route (X1) and the value of $t_{count}(4.028) > t_{table}(1.984)$ and the probability or sig value of $0.000 < 0.05$ for Destination Variations (X2). So, it can be concluded that the variable that has the most significant influence is the destination variation variable on the level of tourist satisfaction, so H_a is accepted. The results of the Determination Coefficient Test (R2) were 0.571 or 57.1% and the remainder was influenced by other variables not included in this research.

INTRODUCTION

Tourism is a service industry with a complex regulatory mechanism, including regulating the movement of tourists from their original destination to their tourist destination until they return to their home country (Lumanauw, 2020: 19). The regulation of tourist movement is then arranged in the order of the destinations to be visited, the duration of the visit, and a brief description of the locations to be visited. This arrangement can be concluded with the existence of a travel plan. A travel plan or commonly called an itinerary is a term often used in the tourism industry. This term is often found in tour packages to optimize tourists' time when on vacation. Basically, a travel plan includes a plan with scheduled visits to several destinations or tourist destinations that must be completed with a limited travel duration (Sylejmani; Dorn; Musliu, 2017: 276).

In detail, the itinerary is a description of the route accompanied by DOT (distribution of time) and a brief explanation of the points of interest passed along the way or the location where tourists get off the vehicle and enjoy the tourist attractions. The itinerary prepared by the tour planner will be used as a guide and checklist for a tour guide by adding detailed information on the destinations that will be presented during the tour. The definition of an itinerary or tour program according to Suyitno (2001: 29) is a document that

provides a description of the tourism activities that will be carried out. It can be concluded from the two opinions that an itinerary is a series of travel events from the beginning to the end of the activity that provides a description of the trip to be carried out.

The things that must be considered in compiling an itinerary according to Suyitno (2001: 35) are:

- a. Travel Route
The travel route is something that must be considered so that the trip is more focused.
- b. Destination Variations
The destinations to be visited are arranged in such a way that the trip does not seem monotonous and boring.
- c. Order of Visits
In compiling a tour program, it must be arranged which destinations will be visited first until the last destination, adjusted to the conditions of the tourist destination or the wishes of the tourists.
- d. Level of Boredom and Physical Strength of Tourists
An interesting component cannot necessarily be included in the program. The level of boredom and physical strength of tourists are also things that must be considered for the comfort of tourists when making an itinerary. Make sure to adjust the contents of the itinerary by considering the boredom and physical strength of tourists.

The success of a tourism activity can be seen from the satisfaction of tourists and positive feedback to the Travel Agency. The Travel Agency is a liaison between users and service providers, by planning a tour (Lumanauw, 2020: 19). The products offered by the Travel Agency have various tour packages. Starting from the desires of tourists or extending the length of stay of guests at the destination, tour packages are based on product bundling pricing and product bundling destinations. Tour packages are products provided by the Travel Agency, which are arranged by considering the components of the tour trip to visit various tourist destinations by providing facilities that support tourist comfort according to the price given by the Travel Agency. The components of the tour package that most influence tourist satisfaction in sequence are vehicle conditions, route and itinerary accuracy, punctuality of drop-off and pick-up, conditions of tourist attractions, driver eligibility, guide skills, service at the inn, and how food is served during the trip (Gunagama & Prayitno, 2014).

Tour packages play an important role in Travel Agencies. More attractive and innovative tour packages will attract consumers to continue the Travel Agencies. Most tourists are attracted to tour packages because of unique tourist destinations, hidden gems, or are viral on social media. However, interesting destinations do not necessarily create memorable travel memories. Therefore, in this study the author wants to explain the relationship between the role of travel plans or itineraries and the level of tourist satisfaction in travel at Travel Agencies in Yogyakarta. This study was conducted based on the results of tourist satisfaction who use the services of Travel Agencies and positive feedback to Travel Agencies in the form of repeat orders or purchases of tour packages with the same itinerary by different tourists.

METHOD

This type of research is quantitative, according to Sugiyono (2016:8) it is defined as a research method based on the philosophy of positivism, used to research a certain population or sample. Data collection using research instruments, analysis, quantitative/statistical data with the aim of testing the established hypothesis. The author conducted this research using direct observation methods, documentation, and online questionnaire distribution and interviews for tourists who have used the services of a Travel Agency in the Special Region of Yogyakarta. The population and sample use all tourists who have used the services of a Travel Agency tour package (Muki and Wuki Tour & Travel). The sample is calculated using the Lemeshow formula approach with the criteria of tourists who have used the services of a Travel Agency tour package,

and tourists aged 17-60 years, because they are included in the productive age category. In calculating the number of populations using the Lemeshow formula as follows:

$$n = \frac{z^2 \cdot p \cdot (1 - p)}{d^2}$$

Note:

n : Number of Samples

z : Z score on trust 95% = 1,96

p : Maximum Estimate

d : Error Rate

From the above formula, the determination of the number of samples using the Lemeshow formula with a maximum estimate of 50% and an error rate of 10%.

$$n = \frac{(1,96)^2 \cdot 0,5(1-0,5)}{(0,1)^2}$$

$$n = \frac{3,8416 \cdot 0,5 \cdot 0,5}{(0,1)^2}$$

$$n = \frac{0,9604}{(0,1)^2}$$

$$n = 96,04$$

Based on the calculation results above, the number of samples obtained to facilitate the research was rounded up to 100 respondents. This study uses five research instruments based on observation, documentation, questionnaires, interviews, and literature studies to determine the information and data needed. To determine the validity and reliability of the questionnaire, it is necessary to test the questionnaire using validity and reliability tests. Validity testing is carried out with multiple correlations, there is one dependent variable related to two or more independent variables (Santosa, 2018: 141). Reliability testing is an instrument to show the level of reliability of the instrument in revealing reliable data (Arikunto, 2014: 222). The data analysis methods used are multiple linear analysis, simultaneous test (F), partial test (t), and multiple coefficients (R2).

RESULTS AND DISCUSSION

Validity Test

Table 1 Validity Test Results

Statement Items		Correlation Value	Probability	Information
Travel Route (X1)	X1.1	0.756 > 0.361	0.000 < 0.05	Valid
	X1.2	0.697 > 0.361	0.000 < 0.05	Valid
	X1.3	0.689 > 0.361	0.000 < 0.05	Valid
	X1.4	0.710 > 0.361	0.000 < 0.05	Valid
	X1.5	0.682 > 0.361	0.000 < 0.05	Valid
	X1.6	0.519 > 0.361	0.000 < 0.05	Valid
	X1.7	0.657 > 0.361	0.000 < 0.05	Valid
Destination Variations (X2)	X2.1	0.681 > 0.361	0.000 < 0.05	Valid
	X2.2	0.797 > 0.361	0.000 < 0.05	Valid

	X2.3	0.441>0.361	0.000 < 0.05	Valid
	X2.4	0.806>0.361	0.000 < 0.05	Valid
	X2.5	0.728>0.361	0.000 < 0.05	Valid
Tourist Satisfaction (Y)	Y1	0.771>0.361	0.000 < 0.05	Valid
	Y2	0.726>0.361	0.000 < 0.05	Valid
	Y3	0.821>0.361	0.000 < 0.05	Valid
	Y4	0.793>0.361	0.000 < 0.05	Valid
	Y5	0.771>0.361	0.000 < 0.05	Valid
	Y6	0.807>0.361	0.000 < 0.05	Valid
	Y7	0.807>0.361	0.000 < 0.05	Valid
	Y8	0.761>0.361	0.000 < 0.05	Valid
	Y9	0.777>0.361	0.000 < 0.05	Valid

[Source: Olah Data SPSS 19]

A question item will be declared valid if the R count value > R table. R table can be known from $(n-2)$, which is 28, so R table of 28 is 0.1966. Based on the table of validity test calculation results above, it can be seen that all questions that have been used to collect data from X1.1 to Y9 have a score above 0.1966, which means that all question items that have been used to collect data are declared valid.

Reliability Test

Based on the table above, the Alpha Cronbatch score of the travel route, destination variation, and tourist satisfaction variables is greater than 0.600. This result can be categorized that all items from the three variables studied are stated to be reliable or consistent and meet the requirements so that they can be used as instruments.

Table 2 Result of X1 Reability Test

Cronbsch's Alpha	N of Items
.798	7

[Source: Olah Data SPSS 19]

Table 3 Result of X2 Reability Test

Cronbsch's Alpha	N of Items
.738	5

[Source: Olah Data SPSS 19]

Table 4 Result of Y Reability Test

Cronbsch's Alpha	N of Items
.919	9

[Source: Olah Data SPSS 19]

Multiple Linear Regression

The result of Multiple Linear Regression Analysis is 6,392 which can be interpreted that if the variables X1 (Travel Route) and X2 (Destination Variation) are considered constant equal to 0, then the variable Y (Tourist Satisfaction) does not change, which is 6,392. The value of 0 in X1 (Travel Route) and X2 (Destination Variation) means that if there are no five variables, it will make visitors feel dissatisfied.

According to the results of the multiple regression analysis that has been carried out, it is known that the value of the variable (X1) travel route has 0.539 or 53.9% and the variable (X2) destination variation has 0.772 or 77.2%. This all shows that the variables in X1 (Travel Route) and X2 (Destination Variation) have a positive effect on the level of satisfaction of tourists who use the services of Travel Agencies in Yogyakarta.

Table 5 Multiple Linear Regression Test Results

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	6.392	2.859		2.236	.028
	X1	.539	.146	.386	3.685	.000
	X2	.772	.192	.422	4.028	.000

a. Dependent Variable: Y

[Source: Olah Data SPSS 19]

F Test (Simultan)

Table 6 F Test

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1311.403	2	655.701	66.779	.000 ^a
	Residual	952.437	97	9.819		
	Total	2263.840	99			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

[Source: Olah Data SPSS 19]

The results obtained from the F Test study that was previously conducted, it is known that the Travel Plan variable has a calculated F value of 66,779 with an F table of 3,090. Because the calculated F is greater than the F table or $66,779 > 3,090$ with a significance value of $0.000 < 0.05$, it can be stated that H_0 is rejected and H_a is accepted.

So with this it can be confirmed that the variables that have been previously conducted, it is known that the travel plan variable simultaneously (together) has a positive effect on the satisfaction of tourists who use the services of a Travel Agency in Yogyakarta.

t Test (Parsial)

Table 7 t Test

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	6.392	2.859		2.236	.028		
	X1	.539	.146	.386	3.685	.000	.396	2.526
	X2	.772	.192	.422	4.028	.000	.396	2.526

a. Dependent Variable: Y

[Source: Olah Data SPSS 19]

Based on the tables above, it can be explained as follows:

a. The Influence of Travel Routes on Tourist Satisfaction Levels

Judging from the results of the t-test that has been conducted previously, the travel route variable has a t count of 3.685 with a significance value of 0.000. Because the calculated t value is greater than the t table value or $3.685 > 1.984$, it can be interpreted that the travel route variable has a significant influence on tourist satisfaction, which means that H_0 is rejected and H_a is accepted. In conclusion, the travel route variable has an effect on the satisfaction of tourists who use the services of a Travel Agency in Yogyakarta.

b. The Influence of Destination Variation on Tourist Satisfaction Levels

Judging from the results of the t-test that has been conducted previously, the destination variation variable has a t count of 4.028 with a significance value of 0.000. Because the calculated t value is greater than the t table value or $4.028 > 1.984$, it can be interpreted that the destination variation variable has a significant influence on tourist satisfaction, which means that H_0 is rejected and H_a is accepted. In conclusion, the variable of destination variation influences the satisfaction of tourists who use the services of Travel Agencies in Yogyakarta.

Coefficient of Determination R²

Table 8 Result of Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 ^a	.579	.571	3.134

a. Predictors: (Constant), X₂, X₁

b. Dependent Variable: Y

[Source: Olah Data SPSS 19]

The result of the determination coefficient (R²) is 0.571, which can be interpreted that the travel plan consisting of travel routes and various destinations has a contribution to the satisfaction of tourists who use the services of a Travel Agency of 57.1% with the remaining 42.9% influenced by other variables such as the order of visits, level of boredom, physical strength of tourists, and budget.

The Most Influential Travel Itinerary for Tourist Satisfaction Levels

From the results of the two variables obtained. According to the results of multiple regression analysis data, the variable (X₂) Destination Variation has the most influence because it has 0.772 or 77.2%. And from the results of the t-test of 4.028 with a significance value of 0.000. Because the t-value is greater than the t-table value or $4.028 > 1.984$. Then the Destination Variation variable, namely X₂, is the most influential variable than other variables.

This conclusion is also reinforced by the results of the interview which stated that a tourist from Manado, namely Juve Evander, who found out about the Travel Agency through advertisements on social media. Juve was satisfied with the many variations of destinations offered by the Travel Agency through this social media.

“Menurut saya variasi destinasiya menarik dan tidak membosankan, Karena saya bukan hanya mengunjungi tapi juga mempraktikkan secara langsung beberapa kegiatan yang ada di destinasi Wisata tersebut. Contohnya seperti kemarin saya bisa mencoba menenun ketika di Kampung Tenun Sukarare.” (Juve, 5 Juni 2024). (“I think the variety of destinations is interesting and not boring, because

I not only visit but also practice directly some of the activities in the tourist destination. For example, yesterday I was able to try weaving when I was in the Sukarare Weaving Village)

From the results of the interview, it is proven that tourists are satisfied with the variety of destinations provided by the Travel Agency. Not only tourist destinations that provide places for photos but also provide new experiences for tourists.

Juve's opinion was also agreed by one of the tourists from Surabaya, Setiya. Setiya also explained that he was satisfied with the many and interesting choices of tourist destinations.

“Destinasinya banyak dan menarik, lalu pilihannya juga bukan cuma Wisata alam jadi kegiatan Wisata nya bisa milih yang lebih mengacu adrenalin jadi saya merasa puas karena biro juga menjelaskan atraksi di serial destinasi sehingga lebih paham sama tempat yang mau dikunjungi.” (Setiya, 5 Juni 2024) (“There are many interesting destinations, and the choices are not just nature tourism, so you can choose tourism activities that are more adrenaline-oriented, so I feel satisfied because the agency also explains the attractions in the destination series so that I understand more about the places I want to visit.

So, based on the statements of tourists from the results of this interview, the thing that makes them feel satisfied is the many choices of destinations provided by the Travel Agency, so that this variety of destinations becomes the variable that has the most dominant influence on the satisfaction of tourists who use the services of the Travel Agency.

CONCLUSION

Based on the research results from the discussion that has been presented previously, it can be concluded from the research on the Influence of Travel Plans on Tourist Satisfaction Levels During Travel. Case Study: Travel Agencies in the Special Region of Yogyakarta are as follows:

1. Independent variables of travel itinerary, namely travel routes and destination variations, have a significant positive effect on the dependent variable of tourist satisfaction, which means that any increase in the variable indicator of travel itinerary will affect the increase in tourist satisfaction decisions.
2. According to the research results obtained from the regression coefficient value of the travel route variable of 0.539 and the destination variation variable of 0.772, researchers can find out the dominant variables that influence the level of tourist satisfaction from the regression coefficient with the largest variable, so that destination variations become the dominant variables that influence the satisfaction of tourists who use the services of a Travel Agency.
3. According to the results of the F Test study, the travel itinerary variable is stated to have a simultaneous effect on tourist satisfaction. As seen in the results of the F test, it is greater than the F table or $66,779 > 3,090$ with a significance value of $0.000 < 0.05$, which means that the quality of service together or simultaneously and significantly affects the satisfaction of tourists who use the services of a Travel Agency in Yogyakarta.
4. According to the results of the R2 Determination Test, the results obtained were 0.571, which means that the variable of the tour itinerary influences tourist satisfaction by 57.1% with the remaining 42.9% influenced by other factors not examined in this study such as the order of visits, level of boredom, physical strength of tourists, and budget. This can occur because there are independent variables that are not too dominant that affect the dependent variable. And there are dominant independent variables that are not in the study. It can be proven from the results of multiple linear regression analysis which shows that other variables have results that are far from the dominant variables.

In this study, the independent variables of travel routes and destination variations have been examined. Further researchers are advised to develop and expand this study by adding and analyzing independent variables that have not been studied, namely the order of visits, the level of boredom and physical strength of tourists, and budget. Where the independent variables are able to influence the dependent variable, so that the independent variables explain the dependent variable more broadly. Further researchers are also expected to use other research methods in collecting data.

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