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TOURIST SATISFACTION ON CULTURE EVENT: THE CASE OF PACU JAWI (COW RACING) IN WEST SUMATRA, INDONESIA

Taufik Hidayat
Graduate Student, Chung Hua University

Hu, Chih-Pei
Dept of Public Administration, Chung Hua University

Chang, Yan-Yi
Dept of Public Administration, Chung Hua University

Tsai,Yao-Hsu *(Corresponding Author)
Dept of Tourism and Leisure, Chung Hua University
Happy4golf20017@gmail.com

Abstract

The purpose of this research is to test the event visitor loyalty model. by testing a model that connects festival quality, festival value and satisfaction with the festival with a sample of 132 tourists, 132 questionnaires with 25 research statements. Applying structural equation modeling, then analyzing data using SMART PLS, the findings show that the festival value variable influences satisfaction with the festival, while the quality of the event does not significantly affect satisfaction.

Introduction

One of the tourist destinations in Indonesia is Pacu Jawi event in West Sumatra, the Pacu Jawi Tradition (Cow Racing) is interpreted by residents as a tradition that is passed down and continues to develop as a tourist attraction. The Pacu Jawi (Cow Racing) event has become a traditional celebration developed as a tourist attraction in Tanah Datar

District. Pacu Jawi (Cow Racing) is a world traditional celebration attract domestic and foreign tourists to come and enjoy the uniqueness and excitement of Pacu Jawi (Cow Racing).

The locals interpret the Pacu Jawi (Cow Racing) as a tradition that passes down and continues to develop as a tourist attraction. The Pacu Jawi (Cow Racing) event has become a traditional celebration developed as a tourist attraction in Tanah Datar District. Even Pacu Jawi (Cow Racing) is a traditional celebration of the world. It attracts domestic and foreign tourists to come and enjoy the uniqueness and excitement of Pacu Jawi (Cow Racing) with all the facilities.

To understand which factors can cause participant loyalty, this study proposes a comprehensive model to test the effect of festival quality, value, satisfaction with festival. These findings provide information to expand festival literature. Furthermore, this research is limited to Tourist Satisfaction to Local Cultural Events; Case of Pacu Jawi (Cow Racing) in West Sumatra, Indonesia.

The Objectives of the Study

In this paper, the author wants to test a comprehensive satisfaction model at a local festival. How to use the Structural Equation Modeling (SEM) method to test Tourist Satisfaction with Local Cultural Events; Case of Pacu Jawi (Cow Race) in West Sumatra, Indonesia. Then analyze the data using the PLS SMART application

Literature Review

In this paper, we discuss some of the main points of discussion, a review of the previous research literature on Pacu Jawi (Cow Race) of Tanah Datar District, including discussion of the Festival Quality, Festival Value, and Festival Satisfaction variables.

Pacu Jawi (Cow Racing)

Pacu Jawi is a cultural tradition that was handed down from generation to generation, developed to date in the Tanah Datar District of West Sumatra Province, in Tanah Datar District, Pacu Jawi (cow racing) is a local attraction that is, after rice harvest, village children (games entertain and express the noble values of the village family), in the form

of a pair of cows in the fields spur watery and muddy.

Festival Quality

Crompton and Love (1995) argue that there are two types of quality: performance and experience. Quality of performance is defined as the quality of a service, which is under the control of the performer, in contrast to the quality of performance, the quality of experience also involves both the attributes provided by the supplier and the attributes brought to the occasion by visitors. in this paper the author wants to know how the influence of festival quality on satisfaction with festival events. The quality of the festival is measured by eight items: product diversity, reasonable prices, professional staff, clean environment, good design, good location, facilities and good organization, originating from Wu et al. (2014).

Festival Value

Values consist of five types: conditional, functional, social, emotional, and epistemic. Conditional value is related to the experience utility as a result of a particular situation. Functional value is the experience utility for practical or functional performance. Social value is related to the certain group experience associations usefulness. Emotional value refers to the affective state or feeling that is associated with the experience. Epistemic value is the experience utility that arouse curiosity or satisfy the knowledge desire (Lee et al., 2011) Festival values are measured by three items: time value, value of money and value of effort, which were adopted from previous studies (Lee et al., 2009; Yang et al., 2011; Yoon et al., 2010).Value for loyalty, Reasonable prices.

Satisfaction With The Festival

Satisfaction refers to an evaluation of the overall consumer consumption experience (Kim et al., 2011; Lee & Back, 2008; Mason & Paggiaro, 2012). Satisfaction is partly an affective evaluation and cognitive consumption experience (Mason & Paggiaro, 2012).

Satisfaction is one of the most important elements that influences consumer behavior; therefore, a high level of customer satisfaction is a major concern for all businesses (Mason & Paggiaro, 2012). Satisfaction with the festi-

val is measured by items: the right decision, meeting expectations and pleasure, taken from previous research (Lee, 2014; Mason &Paggiaro, 2012; Wu et al., 2014).Customer rating, Product quality.

Concept of Structural Equation Model (SEM)

Sitinjak and Sugiarto (2006) and Schumaker and Lomax (1996), explain Structural Equation Model (SEM) as follows, SEM is a statistical technique that is able to analyze latent variables, indicator variables and measurement errors directly. With SEM we are able to analyze the relationship between latent variables with their indicators, the relationship between one latent variable with another latent variable, also knowing the magnitude of measurement error. Besides direct relations, SEM allows us to analyze two-way relationships that often arise in social and behavioral sciences. SEM is a family of multivariate statistics dependencies that allow the analysis of one or more independent variables with one or more dependent variables. SEM is a combination of two separate statistical methods that involve factor analysis developed in psychology and psychometrics and simultaneous equation modeling developed in econometrics.

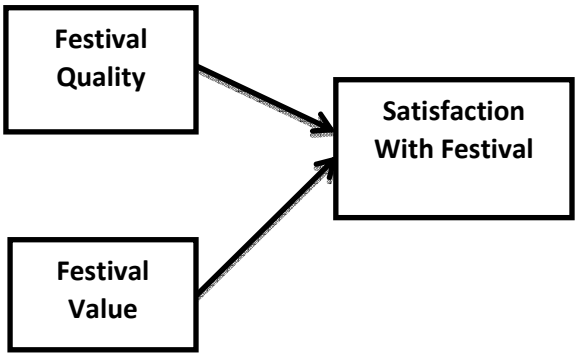

Figure.1 Research Model

Methodology

This research was conducted in Tanah Datar district. Data collected at cow racing events during the beginning January 2019. Domestic tourists attending the cattle-racing event are asked to take part in the survey under the guidance of the researcher. The distribution of the questionnaire was carried out during the end of the morning and evening at two of the three entry and exit points cow racing area, The convenience sampling method is used festival with a sample of 132 tourists, 132 questionnaires with 25 research statements.

Results

The highest percentage of total income per month is 39% with income of IDR 1,000,000 -2,000,000 and the second highest is 24% with total income of IDR 2,000,001-3,000,000 per month. The current shows more men as visitors to the pacing jawi event, 61% explains that the majority of pawi jawi events are preferred by men than women. when more men were seen as visitors to the Pacu Jawi event, 61% explained that most Pacu Jawi events were preferred by men over women. The majority of visitors who are dominated by the age of 26-30 years later are dominated by the age of 15-20 which shows that this event is also favored by teenagers and adults. Whereas for the age of 40 years and over it has a pretty good percentage with a percentage value of 15%. At the level of education, visitors to this event are dominated by secondary and undergraduate levels, with the highest percentage at the secondary school level with a percentage value of 54% while the percentage of undergraduate level of 46% is also affected because most of the visitors to this event are teenagers.

In domicile distribution, it is known that the majority of visitors to the Pacu Jawi event are dominated by local visitors with a percentage of 74%, while visitors outside Tanah Datar Regency at 6%, and visitors from abroad at 20%.

From this distribution, we can see in the pie program that 60% of visitors are people whose visit rates range from 2-5 visits, while 20% are 6-9 visits and 20% for the first time visiting. Based on this distribution it can be seen that 62% of visitors to this event are private workers, 20% entrepreneurs, 16% students,

and 2% government entrepreneurs, so the conclusion is that the majority of visitors at this event are private workers and subsequently are entrepreneurs and based on the distribution results we can find out that 57% of visitors come with friends at Pacu Jawi and 43% with family, the highest percentage of total monthly income is 39% with IDR 1,000,000 -2,000,000 income and the second highest is 24% with total income of Rp 2,000,001-3,000,000 per month.

SEM Analysis

The SEM data is based on the questionnaires that are distributed at Local Culture Events Pacu Jawi in West Sumatra, Indonesia and was analyzed by using Smart PLS to define the validity and reliability.

Model specifies the relationship between latent variables and their indicators or it can be said that the outer model defines how each indicator relates to its latent variable. Tests conducted on the outer model: convergent validity and discriminant validity. Convergent validity was tested through loading factor parameters and the value of Average Variance Extracted (AVE). Measurements can be categorized as having convergent validity if the loading factor value is more than 0.7 and the AVE value is more than 0.5 (Ghozali, 2008).

$$AVE = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum_i var\,(\varepsilon i)}$$

…(Formulation 3.4)

Discriminant validity is determined by looking at the cross loading of each variable. Measurement can be categorized as having discriminant validity if it has a cross loading value of more than 0.7 (Jogiyanto, 2011).

Reliability testing can be seen based on Cronbach's alpha value must be more than 0.6 and composite reliability value must be more than 0.7 (Jogiyanto, 2011). Composite reliability values indicate the size of the true reliability value of a variable while Cronbach's alpha shows the lowest reliability value of a variable.

$$\frac{(\sum \lambda i)^2}{(\sum \lambda i)^2 + \sum var(\varepsilon)}$$ ....(Formulation 3.5)

Table 1. Composite Reliability

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Festival Value	0.89	0.898	0.92	0.698
Festival quality	0.906	0.928	0.932	0.736
Satisfaction With Festival	0.863	0.871	0.902	0.65

Convergent validity value is the value of factor loading on latent variables with the indicators. Expected value > 0.7. Discriminant Validity. This value is a cross loading factor value that is useful to find out whether the construct has adequate discriminant by comparing the loading value of the intended construct must be greater than the loading value with other constructs. Composite Reliability. Data that has composite reliability > 0.8 has a high reliability. Average Variance Extracted (AVE). Expected AVE value > 0.5. Cronbach Alpha. Reliability tests were strengthened with Cronbach Alpha. Expected values > 0.6 for all constructs.

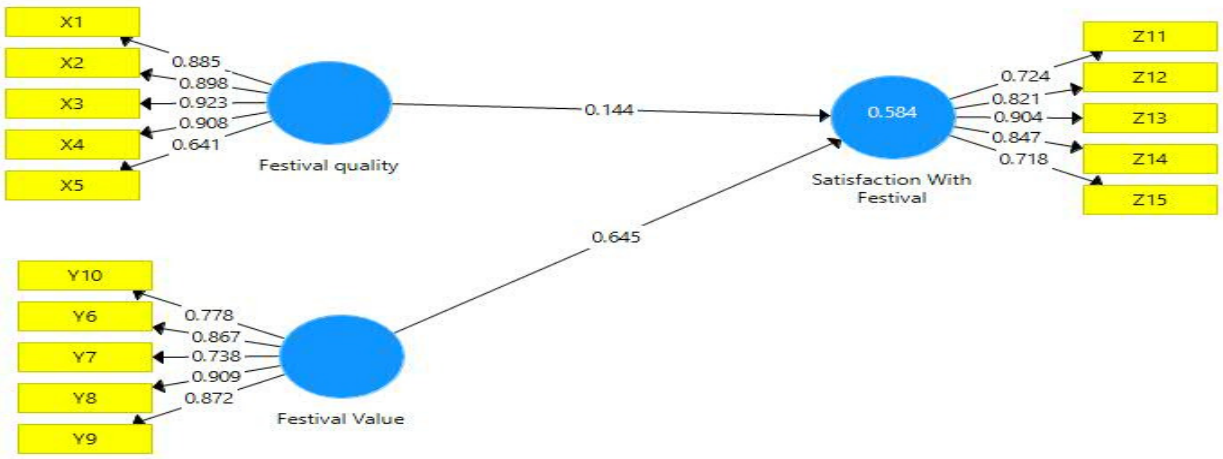

Figure 2. Loading Factor

Composite reliability and the Cronbach's Alpha of the above table has been over 0.7, this means that the festival value and festival quality has been able to measure its effect toward the satisfaction over the festival. the indicator between the variable > 0.7 is able to explain the variable, if the value of variable indicator < 0.7, then the indicator is not able to explain each variable yet.

Table 2. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Festival Value -> Satisfaction With Festival	0.645	0.643	0.089	7.239	0
Festival quality -> Satisfaction With Festival	0.144	0.147	0.094	1.534	0.126

The table above shows that the relationship between Festival Value and Satisfaction with festival is significant with a T-statistic of 6.958 (> 1.96). The original sample estimate value is positive that is equal to 0.645 which shows that the direction of the relationship between Festival Value and Satisfaction with Festival is positive. Thus this study states that 'Festival Value affects the Satisfaction with Festival, that the relationship between the Quality Festival and Satisfaction with the festival is not significant with a T-statistic of 1.434 (<1.96). The original sample estimate value is positive, that is 0.144, which indicates that the direction of the relationship between the Quality Festival and the Satisfaction with Festival is Negative. Thus this research which states that 'Festival Value does not affect the Satisfaction with Festival.

Conclusion

Composite reliability and the Cronbach's Alpha of the above table has been over 0.7, this means that the festival value and festival quality has been able to measure its effect toward the satisfaction over the festival. It can be seen that the indicator between the variable > 0.7 is able to explain the variable, if the

value of variable indicator < 0.7, then the indicator is not able to explain each variable yet. In path coefficient this statistic T value the T value used with the number of sub-samples 500, the T value obtained is 1.96 meaning that if the value of T > 1.96 means that the variable has an influence, if under < 1.96 it means that it has no effect. So based on the table above we can see that the festival value has an influence on satisfaction with the festival. While the festival quality has not had an effect on satisfaction with the festival.

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