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The Community Participation in Tourism Sustainability and Tourist Satisfaction: A Study of Post-Visit Behaviour to Cultural Destinations in Palembang City

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Abstract: The purpose of this study was to evaluate the effect of community participation in tourism sustainability towards post-visit behavior, in the form of tourist satisfaction, to cultural tourism destinations the city of Palembang. This research is a quantitative study, and the technique analysis used was multiple regression analysis techniques and the data of this study were collected through a survey in 2019, using a questionnaire of 107 respondents who were tourists who had visited one of the cultural tourism destinations in Palembang. The results of this study indicate that the community participation in the sustainability of tourism has a positive and significant effect on tourist satisfaction. The community participation in tourism sustainability is significantly important in order to create tourist satisfaction; hence it's important to focus on community empowerment.

Keywords: Community, tourist, tourism, sustainability

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Introduction

The economy holds an important role in sustainable development; hence the economic side in all fields is often an important thing to discuss, including the economic side in the sustainability of tourism development. The existence of economic sustainability becomes important because the elements that exist in economic sustainability are related to employment and development that cannot be separated from the important participation of stakeholders or communities in making it happen. However, there are several other elements of sustainable development, i.e. ecological, social, and cultural. In the context of tourism, community participation is even believed to affect visitor satisfaction, which is important for the number of visits to a tourism destination, which in turn affects economic development in the tourism destination itself.

Palembang is one of the cities in Indonesia which has a variety of tourism destinations, including cultural destinations, which try to attract as many tourists as possible to visit. Hence it becomes important to study post-visit behavior, in the form of satisfaction, and matters that are influential in order to maintain the quantity of visits that come to the city of Palembang.

Several studies related to the sustainability of tourism have been carried out. According to one of the previous studies which examined the impact of tourism economic sustainability there is a negative impact of tourism in economic development in the form of slowing economic growth (Subadra & Nadra, 2006), however different results were found by other researchers who stated that for the tourist destinations they studied, the economic dimension of sustainable tourism could be categorized as quite sustainable (Susana, Alvi, & Persada, 2017). Other research, found a positive influence of community participation in sustainability including

economic aspect on tourist satisfaction (Iniesta-Bonillo, Sánchez-Fernández, & Jiménez-Castillo, 2016), that has contrary finding from the another research (Sukiman, Omar, Muhibudin, Yussof, & Mohamed, 2013). Another research regarding ecological tourism sustainability that shows result of the importance of maintaining ecology and community participation for the sake of customer satisfaction (Nofriya, 2016; Oviedo-García, Vega-Vázquez, Castellanos-Verdugo, & Orgaz-Agüera, 2019; Ristić, Vukoičić, & Milinčić, 2019).

The existence of research gap on tourism sustainability empirically, is the reason or objective to conduct this research, which will fill the existing research gaps by examining the sustainability of tourism economy, with some differences that will be renewed in this study, which uses a quantitative approach and involves the participation variable community and post-visit behavioural studies.

The puIDRose of this study is to evaluate the community participation in tourism sustainability towards post-visit behavior to cultural tourism destinations in the city of Palembang, by examining the problem, namely: does the participation of community in economic, ecological, social and cultural sustainability affect tourist satisfaction after a visit to a cultural destination in Palembang? This study differs from previous studies because it uses a quantitative analysis technique approach to test the assumptions about the relationship between variables in this study and evaluate all dimensions of tourism sustainability.

LITERATURE REVIEW

Sustainable Development

Sustainable development is an agenda for the prosperity of humanity, in addition to achieving world peace, which has 17 goals to be achieved, namely: ending poverty in all forms and everywhere; End hunger, achieve better food and nutrition security and support sustainable agriculture; Ensure a healthy life and support welfare for all ages; Ensuring inclusive and equal quality education, also supporting life-long learning opportunities for all; Achieve gender equality and empower all women and girls; Ensuring the availability and management of sustainable clean water and sanitation for all; Ensure access to affordable, reliable, sustainable and modern energy for all; Supporting inclusive and sustainable economic growth, full and productive workforce and decent work for all; Building strong infrastructure, supporting inclusive and sustainable industrialization and fostering innovation; Reducing inequality within and between countries; Building cities and settlements that are inclusive, safe, resilient and sustainable; Ensuring sustainable consumption and production patterns; Take immediate action to combat climate change and its effects; Conserve and sustainably utilize sea, ocean and maritime resources for sustainable development; Protect, restore and support sustainable use of terrestrial ecosystems, manage forests in a sustainable manner, combat desertification, and inhibit and reverse soil degradation and inhibit loss of biodiversity; Supporting a peaceful and inclusive society for sustainable development, providing access to justice for all and building effective, accountable and inclusive institutions at all levels; Strengthen implementation measures and revitalize global partnerships for sustainable development (Johnston, 2016).

Sustainable Development and Tourism

During this time, under normal assumptions, tourism is one of the sectors in the growing economy in Indonesia, as well as in the world, an important contributor in terms of job creation and welfare, environmental protection, cultural preservation and reduction of the number of poor people, including through an increase in the number of visits from people visiting both foreign and domestic tourists (United Nations, 2017).

According to the World Tourism Organization, the principle of sustainability refers to the environmental, economic and socio-cultural aspects of tourism development, and an appropriate balance must be established between these three things to ensure its long-term sustainability (World Tourism Organization, 2004). It can be said simply that the principle of sustainability seeks to ensure that the current use of resources is maintained in the future.

Tourism Economy Sustainability

As one of the fields developed in sustainable development is the field of tourism, which has conditions, one of which is the realization of the sustainability of the Tourism Economy, besides ecological, social and cultural sustainability. Furthermore, based on the definition of sustainable development, according to the World Tourism Organization, sustainable tourism must: 1) Make optimal use of environmental resources which are key elements in tourism development, maintain important ecological processes and help preserve nature reserves and biodiversity. 2) Respect the socio-cultural authenticity of the host community, preserve their cultural life and cultural heritage and traditional values, and contribute to intercultural understanding and tolerance. 3) Ensuring viable long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment opportunities and opportunities to generate income and social services to accommodate the community, and contribute to poverty alleviation.

Sustainable tourism development requires the participation of information from all relevant stakeholders, as well as strong political leaders, to ensure broad participation and joint development. Achieving sustainable tourism is a continuous process and requires constant impact monitoring, introducing necessary preventive and / or corrective measures if necessary. Sustainable tourism must also maintain a high level of tourist satisfaction and ensure meaningful experiences for tourists, increase their awareness of sustainability issues and promote sustainable tourism practices among them (World Tourism Organization, 2004).

Community and Development

Community is an important capital in development in general, and in tourism development in particular. Community, one of which is the community, is a tourism stakeholder, in addition to the government, businessman who have participation in creating balance and harmony hence development can be implemented (Ardika, 2018:118); (Nofriya, 2016).

Tourist Satisfaction

Tourist satisfaction is a form of post-visit behaviour. Tourist or Customer satisfaction can be defined as a match between expectations and reality. Tourist, as customer, satisfaction is something that is important to examine, due to several reasons, one of which is because customer satisfaction is a rational indicator for a non-financial performance (Wikhamn, 2019).

Various methods are used to measure customer satisfaction, and no one says there is the best measuring tool, among the various measuring tools available. One method that can be used to measure customer satisfaction is overall customer satisfaction, by directly asking customers how satisfied they are with certain specific products or services. (Tjiptono, 2014).

Prior Research

Several previous studies have been conducted relating to the participation of community in this case the community towards development, including those conducted by several previous researchers (Yusuf, 2014), (Susana et al., 2017), conducted research to prove the importance of community participation in development, in other words to prove that sustainable development can be implemented with community awareness, and development must be based on development policies that are oriented towards community development that requires broader participation from the community.

One of the previous studies used a quantitative analysis method and the results of the study showed that the more effective the collaboration between the government and the local community, both entrepreneurs and the community, the more opportunities there would be for sustainable tourism (Susana et al., 2017).

Other studies analyze community empowerment through the Rural Infrastructure Development Program in improving community welfare. The research conducted was a qualitative study by describing the implementation of the principles of community empowerment (Sururi, 2017).

This study is different from previous research, although it has similarities in terms of involving community participation, but this study uses a quantitative approach and other different variables. Based on a literature review in this study, the hypotheses in this study are as follows:

- H1: There is a partial effect on the participation of community in ecological sustainability, on tourist satisfaction.
- H2: There is a partial effect of community participation in social sustainability, on tourist satisfaction.
- H3: There is a partial effect on community participation in cultural sustainability, on tourist satisfaction.
- H4: There is a partial effect of community participation in economic sustainability towards tourist satisfaction.

Methodology

This research is a quantitative study with the aim of showing the relationship between variables, based on theory, and finally drawing conclusions by looking for generalizations that have predictive value (Sugiyono, 2016). This study aims to determine the relationship between variables, how a variable influences other variables, in this study aims to determine the effect of variables Community participation in ecological sustainability (Y1), Community participation in social sustainability (Y2), Community participation in cultural sustainability (Y3) and Community participation in economic sustainability (Y4) to post-visit tourist satisfaction (Z). The data used are primary data. Data collection techniques used were questionnaires, data obtained directly from respondents who answered questions raised on the questionnaire, with the unit of analysis studied were tourists who had visited one of the cultural tourism in Palembang (as the population). Since number of population did not knowing, the sample size determined by using the guideline given by from Roscoe (Sugiyono, 2016). According to Him, in order to determining the number of samples, it is recommended that the sample size is between thirty (30) and five hundreds (500) elements and in multivariate analysis or research the sample size must be ten (10) times larger than the number of variables to be analyzed. Based on that consideration, as many as 107 people, selected as the sample using simple techniques random sampling.

In this study, to measure tourist satisfaction using overall customer satisfaction indicators, through the customer satisfaction survey method, (Tjiptono, 2014), namely by directly asking respondents, who are visitors / tourists, how satisfied they are with certain specific services, in this case is community participation in the sustainability of tourism, the reason for using this method is to obtain a direct response from customers.

Data is collected to be processed using robust regression analysis techniques with M-estimation, due to the existence of outliers on the data that has been collected, so that figures and facts can be analyzed and the results obtained are worthy to be made conclusions from this study.

Results and Discussions

Results

Respondent Data

This study uses primary data by collecting data by means of a survey of tourists who are eligible to be respondents in the study, and from 107 observations collected in early 2019, a summary of the frequency distribution tables of respondents' demographic variables grouped by sex, age, occupation, income, sources of information and frequency of visits as in the following tables.

Classification of Respondents by Gender

Table 1 displays the group of respondents by gender, from Table 1 it is known that the majority of respondents who filled out the questionnaire were respondents with female gender, as many as 72 people out of 107 people. Male respondents represented a sample of 32.7%, while female respondents represented a sample of 67.3%.

Table 1. Demographic Characteristics of Observations Based on Gender

	Characteristics	Frequency	Percentage
Gender	Male	35	32,7
	Female	72	67,3
	Total	107	100

Classification of Respondents by Age

Frequency distribution of respondents grouped by age is shown in Table 2. Table 2 shows that of the 107 respondents, most respondents were respondents aged between 17-23 years, as many as 102 people or as much as 95.3% of the proportion of the sample.

Table 2. Demographic Characteristics of Observations Based on Age

	Characteristics	Frequency	Percentage
Age	Between 17 – 23 years old	102	95,3
	Between 24 – 30 years old	4	3,7
	Between 31 – 37 years old	0	0,0
	Between 38 – 44 years old	1	0,9
	Between 45 – 51 years old	0	0,0
	51 years old and above	0	0,0
	Total	107	100

Classification of Respondents by Occupation

In Table 3, the grouping of respondents is displayed by occupation; the data in the table shows the results that most respondents have employment status as Students as much as 79.4% or as many as 85 out of 107 people. While the smallest respondent has a job as a civil servant, as many as 2 people or 1.9% of all respondents.

Table 3. Demographic Characteristics of Observations Based on Occupation

	Characteristics	Frequency	Percentage
Occupation	Student	85	79,4
	Civil Worker	2	1,9
	Employee	9	8,4
	Entrepreneur	3	2,8
	Others	8	7,5
	Total	107	100

Classification of Respondents by Income

Table 4. Demographic Characteristics of Observations Based on Income

	Characteristics	Frequency	Percentage
Income	Less than IDR 1,000,000	76	71.0
	IDR 1,000,000 s.d IDR 3,000,000	21	19.6
	IDR 4,000,000 s.d IDR 6,000,000	8	7.5
	IDR 7,000,000 s.d IDR 9,000,000	1	0.9
	More than IDR 9,000,000	1	0.9
Total		107	100

Table 4 shows the demographic characteristics based on the income received by respondents, from the frequency distribution it appears that some respondents have incomes of less than IDR 1,000,000 (71%), while others earn between IDR 1 million to IDR. 3 million (19.6%), in addition, the income is between IDR 4 million to IDR 6 million (7.5%), and the rest of the respondents have income between IDR 7 million to IDR 9 million and more than IDR 9 million, each 1%. The majority of respondents have income of less than IDR 1,000,000 as much as 71.0%.

Classification of Respondents by Source of Information

Table 5 displays the frequency distribution data of the respondent groups based on sources of information about the tourist destinations visited. The first largest source of respondent information was from friends/ relatives recommendation of 50.5%, and second place was from electronic media (internet, tv, etc.) as much as 42.1%.

Table 5. Demographic Characteristics of Observations Based on Source of Information

	Characteristics	Frequency	Percentage
Source of Information	Recommendation	54	50,5
	Electronic Media (internet, tv, etc)	45	42,1
	Travel Package Brochure	2	1,9
	Others	6	5,6
Total		107	100

Classification of Respondents by Number of Visit

Table 6. Demographic Characteristics of Observations Based on Number of Visit

	Characteristics	Frequency	Percentage
Number of Visit	1 time	45	42,1
	2 times	27	25,2
	3 times	9	8,4
	More than 3 times	26	24,3
	Total	107	100

Data on the frequency distribution of demographic characteristics based on the number of visits are shown in Table 6. The first most respondents were 1 times as much as 42.1%, the second rank was 2 times as much as 25.2%, and the third rank was more than 3 times as much as 24.3%. This is in accordance with the eligibility to be a respondent.

Validity and Reliability Test

From the results of the validity and reliability test, the correlation coefficient obtained from all indicators is greater than 0.50, hence the validity test can be concluded that all indicators are said to be valid (accurate). In addition, the most dominant indicator of the Ecological Sustainability Participation (Y1) variable is X4, namely "The community participates in maintaining the cleanliness of attractions" with a correlation of 0.909. The most dominant indicator of the variable Social Sustainability Participation (Y2) is X8, namely "The community participates in maintaining the safety of attractions" with a correlation of 0.848, respectively. The most dominant indicator of the Culture Sustainability Participation (Y3) variable is X10, namely "The community responds positively to tourist culture" with a correlation of 0.810. The most dominant indicators of Economic Sustainability Participation (Y4) are X14 and X15, namely "The community participates in providing (selling) food and beverage needs to tourists" with correlations of 0.888 and 0.894, respectively. The most dominant indicator of Tourism Satisfaction (Z) is X21 which is "I am satisfied with the harmony/ harmony between the community and tourists" with a correlation of 0.842.

Table 7. The validity and reliability test results of the construct between the research variables and the indicators

Research Variable	Indicator/ Question	Correlation	Cronbach's Alpha
Ecological Sustainability Participation (Y1)	X1	0,801	$\alpha_1 = 0,885$
	X2	0,786	
	X3	0,871	
	X4	0,909	
	X5	0,809	
Social Sustainability Participation (Y2)	X6	0,823	$\alpha_2 = 0,833$
	X7	0,789	
	X8	0,848	
	X9	0,825	
Cultural Sustainability Participation (Y3)	X10	0,810	$\alpha_3 = 0,751$
	X11	0,709	
	X12	0,781	
	X13	0,734	
Economic Sustainability Participation (Y4)	X14	0,888	$\alpha_4 = 0,831$
	X15	0,894	
	X16	0,858	
Tourist Satisfaction (Z)	Z17	0,740	$\alpha_5 = 0,929$
	Z18	0,789	
	Z19	0,776	
	Z20	0,743	
	Z21	0,842	
	Z22	0,739	
	Z23	0,723	
	Z24	0,724	
	Z25	0,677	
	Z26	0,770	
	Z27	0,697	
	Z28	0,692	
	Z29	0,670	
	Z30	0,641	

In addition, Cronbach's alpha scores for Ecological Sustainability Participation (Y1), Social Sustainability Participation (Y2), Cultural Sustainability Participation (Y3), Economic Sustainability Participation (Y4), and Tourism Satisfaction (Z) respectively 0.885, 0.833, 0.751, 0.831, and 0.929 so that this reliability test can be concluded that all indicators are said to be reliable. Thus, testing the validity and reliability of the extracts from all indicators concluded was valid and reliable.

This study uses a hypothesis test, the study was conducted with the aim of testing the relationship between the variables studied. The following steps are taken to test the regression coefficients of equations y1, y2, y3 and y4 with the t test given with the hypothesis as previously stated. In partial/ individual testing of the model coefficients with the t test, a significant effect is given when the P-value $\leq \alpha$ with α is determined at 10%, 5%, or 1%.

Hypothesis testing

By using robust regression M-Estimation, than robust regression model is obtained as follows:

$$\hat{Z} = 0,822 + 0,192 Y_1 + 0,182 Y_2 + 0,204 Y_3 + 0,206 Y_4 \quad (1)$$

Regression models can be evaluated through R-square (R^2) and Adjusted R-square values. R-square value is used to assess how much influence the independent variable has on the dependent variable. Based on the results of the study, obtained an R-square of 0.512 which indicates that the satisfaction variance can be explained by 51.2% by the variance of community participation in ecological, social, cultural and economic sustainability. It can be said based on these results the research model used is good.

Table 8. T test results for the significance of the coefficient of equations y1, y2, y3 and y4

Variable Dependent	Variable Independent	Coefficient Regression	Standard Error	Statistic z	P-value
Z	Constant	0,822	0,278	2,959	0,003***
	Y ₁	0,192	0,069	2,801	0,005***
	Y ₂	0,182	0,086	2,113	0,035**
	Y ₃	0,204	0,084	2,430	0,015**
	Y ₄	0,206	0,056	3,700	0,000***

* Significant for a significant level (α) of 10%.

** Significant for a significant level (α) of 5%.

*** Significant for a significant level (α) of 1%.

Hypothesis testing is conducted by considering the regression coefficient in order to find out the magnitude of influence between the variables studied, with the criteria for determining acceptance or rejection of the hypothesis is to use the p value, where the p value is less than 0.05 for error tolerance of 5%.

Discussions

The Effect of Community Participation in Ecological Sustainability on Tourist Satisfaction

From the output of equation y1, the test for: Participation of community in ecological sustainability has a positive and significant effect on tourist satisfaction after visit, variable Y1 on Z with a regression coefficient (Coefficient) of 0.192 (positive influence) and P-value (Prob.) equal to 0.003 so that the test can be concluded that there is a significant effect of Y1 on Z. In other words, if the Participation of Community in Ecological Sustainability has increased by 1 unit, the Tourist Satisfaction will increase by 0.192; and vice versa if Ecological Sustainability Participation has decreased by 1 unit, then Tourist Satisfaction will experience a decrease of 0.192. This finding is in line with or support research on community participation in supporting tourism (Nofriya, 2016) and about the importance of maintaining ecology in order to create consumer satisfaction (Oviedo-García et al., 2019; Ristić et al., 2019). Hence it needs awareness of many parties including the community in optimally utilizing environmental resources which is a key element in

tourism development, and needs to maintain ecological processes, and it is important to help preserve ecology, because it is difficult to protect long-term ecological sustainability effectively without community participation (Samedi, 2015)

The Effect of Community Participation in Social Sustainability on Tourism Satisfaction

Participation of community in social sustainability has a positive and significant effect on tourist satisfaction after visit, variable Y2 on Z with a regression coefficient of 0.182 (positive influence) and P-value (Prob.) Of 0.005 hence based on that testing it can be concluded that there is a significant influence of Y2 with respect to Z. In other words, if the Participation of Community in Social Sustainability has increased by 1 unit, the Tourist Satisfaction will increase by 0.182; and vice versa if Social Sustainability Participation has decreased by 1 unit, then Tourist Satisfaction will decrease by 0.182.

These findings are in line with or support the results of research conducted (Inieta-Bonillo et al., 2016), that the social dimension of tourism sustainability is an important factor for customer value in the form of satisfaction (Axon, 2020), that the social dimension of tourism sustainability is an important factor for customer value in the form of satisfaction.

The Effect of Community Participation in Cultural Sustainability on Tourism Satisfaction

The participation of community in cultural sustainability has a positive and significant effect on tourist satisfaction post visit, variable Y3 on Z with a regression coefficient of 0.204 (positive influence) and P-value (Prob.) Of 0.015 hence based on that testing it can be concluded that there is a significant effect of Y3 with respect to Z. In other words, if the Participation of Community in Cultural Sustainability has increased by 1 unit, the Tourist Satisfaction will experience an increase of 0.204; and vice versa if Cultural Sustainability Participation has decreased 1 unit, then Tourist Satisfaction will decrease by 0.204.

The implication of these findings is the need to respect the authenticity of the culture of the host community, preserve their cultural life and cultural heritage and traditional values, and contribute to intercultural understanding and tolerance, because cultural factors are also factors that have a strong influence on tourist satisfaction. in line with or support previous research thinking (Asmelash & Kumar, 2019) which states it is important to ensure cultural exchanges between tourists and local communities accompanied by positive interactions needed between the two parties, thus the role of local communities (local community) becomes important.

The Effect of Community Participation in Economic Sustainability on Tourism Satisfaction

Participation of community in economic sustainability has a positive and significant effect on tourist satisfaction after visit, variable Y4 to Z with a regression coefficient of 0.206 (positive influence) and P-value (Prob.) Of 0,000 hence based on that testing it can be concluded that there is a significant effect of Y4 with respect to Z. In other words, if the Participation of Community in Economic Sustainability has increased by 1 unit, the Tourist Satisfaction will increase by 0.206; and vice versa if Participation in Economic Sustainability has decreased by 1 unit, then Tourist Satisfaction will decrease by 0.206. 3) Ensuring viable long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment opportunities and opportunities to generate income and social services to accommodate the community, and contribute to poverty alleviation. The findings of this study in the form of a positive influence of community participation in economic sustainability on tourist satisfaction, contrary to or not in line/not support previous research (Sukiman et al., 2013), who find that tourists are dissatisfied with the involvement of local community in tourist destinations, but universally, sustainability, including in the economic aspect, tends to be an important factor in influencing perceived satisfaction with a tourist destination (Inieta-Bonillo et

al., 2016), thus the involvement or participation of community in economic sustainability in a tourist destination is a necessity.

Conclusions

Conclusion should be written in very clear words. It should explain how the objectives of the study are accomplished.

The purpose of this study, as stated in the initial section, was to examine the participation of community in the sustainability of tourism towards post-visit behavior in the form of tourist satisfaction, by asking the question whether community participation in the sustainability of tourism has an effect on post-visit behavior in the form of tourist satisfaction after a visit to a cultural destination in Palembang?

Based on the results of the study it can be concluded that the participation of community in economic, ecological, social and cultural sustainability does affect tourist satisfaction after a visit to a cultural destination in Palembang. Since, there is a positive and significant effect of community participation in the sustainability of tourism (ecological, social, cultural and economic) towards tourist satisfaction, as the form of post-visit behavior. These results support previous research which states the need for concern for community participation in realizing sustainable development. So the implications in this research are important to involve community in the process of realizing sustainable development and making it a focus in development.

This study has limitations in terms of using indicators of satisfaction with visits, which only use a measure of satisfaction overall, so it is recommended for future research to be done by using different indicators by adding other satisfaction indicators, such as confirmation of customer expectations and dissatisfaction.

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