



## The Effect of Tourist Destinations and Local Wisdom on Community Satisfaction: A Study on the Pangandaran Beach Recreational Tourism Area Program

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### Abstract

Tourism development in West Java Province is planned and developed in an environmentally friendly manner by not consuming or damaging natural and social resources, but is maintained for sustainable use, one of which is in the Pangandaran Beach Recreational Tourism Area. The purpose of organizing tourism is to mobilize all tourism potential in the region so that it can develop optimally and functionally, in harmony with the religious and cultural values of the community. Based on the results of research on the Effect of Tourism Destinations and Local Wisdom on Community Satisfaction at tourist attractions in the work area of the Pangandaran Regency Tourism and Culture Office, as previously discussed regarding the Description of Research Results and Discussion, it can be comprehensively concluded as follows. Partially, the Tourism Destination variable has a positive influence on community satisfaction at tourist attractions in the work area of the Tourism and Culture Office of Pangandaran Regency, although seen from the components it shows quite varied values. Partially, the Local Wisdom variable has a positive influence on community satisfaction at tourist attractions in the work area of the Pangandaran Regency Tourism and Culture Office, although seen from its characteristics it shows quite varied values. Simultaneously, the variables of Tourism Destinations and Local Wisdom have a positive effect on community satisfaction at tourist attractions in the work area of the Tourism and Culture Office of Pangandaran Regency. This implies that Tourism Destinations and Local Wisdom can increase Community Satisfaction at tourist attractions in the work area of the Tourism and Culture Office of Pangandaran Regency

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### INTRODUCTION

Sustainable tourism development in the West Java region refers to the principle of ensuring the sustainability of supporting resources for tourism development that are integrated with the natural, cultural and human environment. The development of tourism in West Java Province pays attention to the carrying capacity of an ecosystem in accommodating the biotic components (living things) contained in it, including taking into account environmental factors and other

factors that play a role in nature which vary widely and always depend on the level of utilization carried out by humans (Zainal, 2010). 2006). Tourism development in West Java Province is planned and developed in an environmentally friendly manner by not depleting or destroying natural and social resources, but is maintained for sustainable use (Robby, 2020).

According to Wardani, (2019) Tourism destinations are one of the sectors that can be a mainstay for each region in exploring economic



resources. The abundant tourism potential in Indonesia consists of thousands of islands that are already famous for their beauty, various ethnic groups with their own uniqueness, which have natural, social, and cultural potential to become the main capital for the government to advance the tourism sector so that it can be utilized as well as possible. Nevizond, (2007). According to the Sustainable Tourism Charter in 1995, sustainable tourism development is development that is ecologically supported in the long term, as well as economically viable, ethically and socially just. West Java is famous for its beautiful panorama, abundant culture, qualified Human Resources (HR) capacity, and access to infrastructure that is starting to connect with one another. This makes West Java an attractive destination for many tourists, both national and foreign (William, 2000).

According to Law no. 10 of 2009 concerning Tourism, Chapter I General Provisions, explains the definition of Tourism Areas, namely areas with a certain area built or provided to meet tourism needs. This definition refers more to a tourism area in the form of a resort, whose business area is managed by a limited liability company or cooperative. The development of World Class Tourism Destinations Pangandaran Beach, Pangandaran Regency, West Java Province, is focused on developing Superior Tourist Areas (KWU) grouped based on regional binding factors, as well as concepts and theories in developing tourist areas. Identification of the potential and problems of each KWU in Pangandaran Regency is the basis for preparing appropriate development program priorities for each of these areas. Based on the results of a study on tourism policy in West Java and related areas, the forms of tourism zoning that divide administrative areas into Tourism Development Areas (WPW), Tourism Area Units (SKW), with

clusters of Tourist Attractions and Objects (ODTW) are felt to be lacking. effective because it does not or does not provide clear directions for implementing tourism planning at the provincial level (Milton, 2000).

In the above-mentioned law, it is explained that the tourism industry is a collection of interrelated tourism in the context of producing goods and services to meet the needs of tourists in organizing tourism. So that the notion of tourism is everything related to tourism, including entrepreneurs of objects and tourist attractions as well as related businesses in the field. - related business in this field.

Tourism destinations as aspects related to tourism are one of the sectors that are heavily affected by the COVID-19 pandemic. Based on BPS data (2021), there was a significant decrease in the number of tourists, both local and foreign tourists. Total foreign tourist visits to Indonesia in 2020 amounted to 4.02 million visits. When compared to 2019, the number of foreign tourists decreased by 75.03 percent. Based on nationality, there are 5 countries that visited Indonesia the most in 2020, namely Timor Leste, Malaysia, Singapore, Australia, and China. Most of these countries are neighboring countries, except China (Henky, 2011).

The first time the COVID-19 pandemic was confirmed in Indonesia was in early March 2020 (Ihsannudin, 2020 in Kompas National). Since then this pandemic has quickly spread to all regions in Indonesia. COVID-19 is an infectious disease caused by a type of coronavirus that was first discovered in Wuhan, China, in December 2019 (WHO). This virus is now a pandemic that is happening in many countries around the world. The spread of COVID-19 has had a major impact not only on economic activities and the transportation sector but also on the tourism industry. The



total number of confirmed cases of COVID-19 in Indonesia is 1,111,671 as of February 3, 2021 (Google News, 2021). This number continues to increase from day to day as evidenced by the shape of the curve that tends to continue to climb.

Several policies have been pursued by the government, particularly the Ministry of Tourism and Creative Economy, to restore the tourism sector while still focusing on restoring health. Regarding the recovery of tourism and the creative economy in the future. The government has used the term Large-Scale Social Restrictions (PSBB) since April 10, 2020 to break the chain of the spread of Covid-19 in a number of parts of Indonesia (Benyamin, 2002). The rules regarding PSBB are contained in Government Regulation Number 21 of 2020, namely regarding PSBB in the Context of Accelerating the Handling of Covid-19 which refers to Law Number 6 of 2018 concerning Health Quarantine (CNN Indonesia, 2021). The implementation of the PSBB stipulates that school activities, work, worship are carried out at home, while entertainment, tourism and shopping centers are closed. In addition, only places of business that provide basic necessities are allowed to open by implementing health protocols. During the implementation of the PSBB, the operation of transportation modes is limited and residents are prohibited from leaving the PSBB area.

Currently the government no longer uses the term Large-Scale Social Restrictions (PSBB) but replaces it with the Enforcement of Community Activity Restrictions (PPKM). PPKM is stated in Ministerial Instruction Number 1 of 2021 by the Minister of Home Affairs. The PPKM policy was implemented in line with the tightening of health protocols in some areas in Java-Bali namely DIY, DKI Jakarta, Banten, West Java, Central Java, East Java, and Bali on January

11-25 2021 which was then extended to February 8, 2021. According to BPS data In 2020, around 409 thousand workers in the tourism sector lost their jobs due to the COVID-19 pandemic (Irfan, 2001).

Several efforts were made to save tourist destinations in Indonesia. There are 3 (three) rescue phases carried out, namely: emergency response, recovery and normalization. The emergency response phase is focused on the health sector in this case initiating social protection programs, encouraging creativity and productivity during WFH, coordinating tourism crises with tourism areas and preparing for recovery (Prabu, 2005). Furthermore, in the recovery phase, the gradual implementation of tourist attractions in Indonesia. A very mature preparation that has been carried out is the application of the CHSE (Cleanliness, Healthy, Safety and Environmental Sustainability) protocol in tourist attractions and supporters who optimize MICE (Meeting, Incentive, Convention and Exhibition) activities in Indonesia.

Public policy innovation becomes a necessity when manual policies that only function to abort government obligations give birth to various disappointments and anxieties in the midst of the public, especially those concerning the interests of the lives of many people. The implementation of the Regional Regulation Number 7 concerning the Regional Tourism Development Master Plan 2018-2025 regional tourism is an integral part of the regional long-term development plan which is carried out in a systematic, planned, integrated, sustainable, and responsible manner while still providing protection for religious, cultural, and social values. environmental sustainability and quality. In order to provide a policy basis for strategic issues in tourism development that provides an overview of the conditions and



situation of tourism development in the region, it is necessary to regulate the regional tourism development master plan (Handy, 2002).

The purpose of organizing tourism is to mobilize all tourism potential in the region so that it can develop optimally and functionally, in harmony with the religious and cultural values of the community. As well as the legal basis for tourism development in accordance with the principles of development, which is stated in the Law of the Republic of Indonesia Article 1 Number 10 of 2009 concerning tourism which explains that tourism is "Various kinds of tourism activities and supported by various facilities and services provided by the community, businessmen, government Central and Local Government.

The tendency of the community to improve the existing quality of life will ultimately demand service quality and satisfaction in various ways, especially the government as a community service institution cannot be separated from the demands for improvement and improvement of the quality of these services. The community has become dynamic and active with the emergence of various demands, one of which highlights the quality in providing services to the community. This should be a correction material for a better direction, the apparatus is required to side with the interests of the community and is oriented to service quality so that community satisfaction is achieved. Based on the assessment and findings of problems related to community/customer satisfaction that is still low, it is suspected that the influence of tourist destinations and local wisdom has not been able to be implemented optimally by the Tourism and Culture Office of Pangandaran Regency.

## METHOD

The research will be conducted using descriptive analysis method with a quantitative approach. According to Cresswell (1994), quantitative research is methods to test a theory by examining the relationship between variables, and usually these variables are measured by research instruments so that data consisting of numbers can be analyzed based on statistical procedures. to perform data analysis used descriptive statistical techniques that function to group data, process, conclude, describe and present the processed results. This research aims to explain the relationship between variables. The relationships between variables were previously tested, then each variable will be measured and described through operational variables. To obtain data in this study, methods such as library research were used, this research was needed to collect secondary data and the theories needed to support, complete, and perfect primary data. Then observation, which is a data collection technique that is carried out through field observations of the research object. Interviews were conducted with the Head of the Tourism and Culture Office of Pangandaran Regency, the Head of the Tourism Industry and Creative Economy, the Head of the Tourism Destinations and the Head of the Tourism Marketing and Analysis Division. To obtain this primary data, field research was used with data collection techniques using a questionnaire, namely a list of structured statements submitted to respondents who were selected as samples. The questionnaire model used is a closed and open questionnaire (Sholikhah, 2016).



## RESULTS AND DISCUSSION

### **Partial Influence of Tourism Destinations on Community/Customer Satisfaction in Tourism Areas of Pangandaran Regency**

The discussion in analyzing research results with SEM analysis is carried out through two approaches, namely the standardized solution analysis approach and t value. The standardized solution analysis approach is carried out to see the positive and negative analysis, and to determine the relationship between variables. While the t value analysis approach is to see the results of the analysis in determining the significance and non-significance. These two analytical approaches have different functions, where each function is related to one another.

Departing from the Sub-Structure of the Standardized Solution Model Variable X1 determined by X1-1 to X1-4 which has an influence on Y, that the standard value of loading the tourist destination factor on community/customer satisfaction is 0.55. Based on the loading factor value, the Tourism Destination variable which consists of the attraction component, the accessibility component, the facilities component (amenities), and the management institution component (institutions) have a positive effect on Community/Customer Satisfaction in the Pangandaran Regency Tourism Area. Judging from the t-value, the magnitude of the value of Tourism Destinations on Community/Customer Satisfaction is 2.94. This value indicates that the Tourism Destination variable which consists of the attraction component, the accessibility component, the facilities component (amenities), and the management institution component (institutions) have a significant effect on Community/Customer Satisfaction in the Pangandaran Regency Tourism Area.

Based on the above review, it can be stated that the Tourism Destination variable which consists of four components has a positive and significant effect on Community/Customer Satisfaction in the Pangandaran Regency Tourism Area. This statement means that the development of tourist destinations in the Pangandaran Regency Tourism Area has been impacted by the community or customers/visitors who are currently in Pangandaran Regency, thus providing impetus for the Pangandaran Regency Tourism and Culture Office to create a better and more comfortable tourist area for the community. and visitors. The analysis above has also been supported by the results of observations and interviews which state that the public and visitors feel a positive effect from the development of tourist destinations that have been developed by the Tourism and Culture Office of Pangandaran Regency.

This study uses a theory that is used as research analysis, the reference source of this research refers to the opinion of Supriadi (2017: 38) which consists of components of tourist destinations, including: attraction components, accessibility components, facilities components (amenities), and components of management institutions (institutions). These four components become a reference for researchers in assessing the magnitude of the influence of Tourism Destinations carried out in the work area of the Pangandaran Regency Tourism and Culture Office. Each government institution in implementing its activities will have different results and targets, so the problems they face will be different. For a more in-depth discussion of the influence of tourist destinations in the work area of the Tourism and Culture Office of Pangandorn Regency, the researchers examine and analyze the components of these tourist destinations in



more detail and depth in the paragraph discussing the components of tourist destinations through the sub-chapters below.

The attractiveness component in measuring tourist destinations in the work area of the Pangandaran Regency Tourism and Culture Office based on the main standardized solution model structure based on the results of data collection through a questionnaire represented by 150 respondents was able to explain 0.51. Meanwhile, judging from the structure of the main model t-value, the magnitude of the value of the attraction component is 6.44, meaning that the attraction component is the right component to measure Tourism Destinations in the work area of the Tourism and Culture Office of Pangandaran Regency. The attraction component, which consists of indicators: aspects of uniqueness, aspects of beauty and aspects of completeness, has been carried out by the Tourism and Culture Office of Pangandaran Regency, so as to be able to increase Community/Customer Satisfaction in the work area of the Pangandaran Regency Tourism and Culture Office as a whole. The attraction in question is a measuring tool used to assess how the community/customers/visitors perceive the motivation to travel in a tourist area managed by the Department of Tourism and Culture of Pangandaran Regency as subjects who feel the benefits of a tourist place. The use of this attraction component is a method used by the office to see whether a tourist attraction provides something interesting for visitors, so that visitors are willing to stay longer or are willing to come back at a later date (Mahmudi, 2005).

The results show that the attraction component is based on the uniqueness aspect, indicating that the Pangandaran Regency Tourism and Culture Office has provided its own

uniqueness and envy for each existing tourist attraction, one of which is by organizing local activities held at different times of the year. certain times, such as the Pangandaran International KITE Festival, Ruwat Jagat Sila Saamparan, Balawisata International Workshop and Competition and so on. The attractiveness component is based on the beauty aspect, indicating that the Department of Tourism and Culture of Pangandaran Regency has taken care of the beauty of natural resources and improved artificial resources, so that the nuances of the beauty and beauty of the environment are well maintained. The attraction component is based on the aspect of completeness, that the Department of Tourism and Culture of Pangandaran Regency has made improvements and maintenance of existing facilities and infrastructure in the tourist area to make it easier for tourists to enjoy tourist attractions.

The results of the research above, appear to have provided information that the Tourism and Culture Office of Pangandaran Regency has carried out its duties in accordance with the tourist destination development tools of the attraction component based on the uniqueness aspect, namely providing characteristics and levels of uniqueness in a tourism object that can be attract tourists to come to tourist attractions. Meanwhile, the attraction component is in the form of a beauty aspect, that the Department of Tourism and Culture of Pangandaran Regency has presented and maintained and increased the natural beauty and artificial beauty of a tourist attraction so as to generate tourist interest in visiting tourist attractions. Likewise, the attraction component in the form of a completeness aspect, that the Tourism and Culture Office of Pangandaran Regency as a government institution has an obligation to provide good and adequate



facilities and infrastructure, so that tourists feel comfortable while in these tourist attractions.

Based on this analysis, it appears that the implementation of the development of tourist destinations has been carried out by the Department of Tourism and Culture in accordance with the components of attraction (attraction) with reference to aspects of uniqueness, aspects of beauty and aspects of completeness to achieve community/customer/visitor satisfaction while enjoying the tourist area in the work area. Pangandaran Regency Tourism and Culture Office. The accessibility component in measuring Tourism Destinations in the work area of the Tourism and Culture Office of Pangandaran Regency based on the main standardized solution model structure based on the results of data collection through a questionnaire represented by 150 respondents was able to explain 0.74. Meanwhile, judging from the structure of the main model t-value, the value of the accessibility component is 10.25, meaning that the accessibility component is the right component to measure Tourism Destinations in the work area of the Pangandaran Regency Tourism and Culture Office. The accessibility component which consists of indicators: road category, distance to the city center and convenience and smoothness, has been carried out by the Tourism and Culture Office of Pangandaran Regency, so as to be able to increase Community/Customer Satisfaction in the work area of the Pangandaran Regency Tourism and Culture Office as a whole.

The results of the study indicate that the accessibility component is based on the road category, indicating that the Pangandaran Regency Tourism and Culture Office has provided access to good road facilities and is easy to pass by vehicles equipped with road

directions that can be understood by tourists. This accessibility component is based on the aspect of distance to the city center, indicating that the Department of Tourism and Culture of Pangandaran Regency has created a tourist attraction that is close to the city center, making it easier for tourists to gain access to various important things. The accessibility component is based on ease and smoothness, that the Tourism and Culture Office of Pangandaran Regency has carried out various conveniences and smooth administration and other activities so as to make it easier for tourists to get access according to their interests.

The facility component (amenities) in measuring tourist destinations in the work area of the Pangandaran Regency Tourism and Culture Office based on the main standardized solution model structure based on the results of data collection through a questionnaire represented by 150 respondents was able to explain 0.71. Meanwhile, judging from the structure of the main model t-value, the magnitude of the value of the facility component (amenities) is 9.76, meaning that the facilities component (amenities) is the right component to measure Tourism Destinations in the work area of the Tourism and Culture Office of Pangandaran Regency. The facilities component (amenities) which consist of indicators: lodging facilities, public facilities and parking facilities, have been carried out by the Tourism and Culture Office of Pangandaran Regency, so as to be able to increase Community/Customer Satisfaction in the work area of the Pangandaran Regency Tourism and Culture Office as a whole.

Based on the results of interviews with the Tourism and Culture Office of Pangandaran Regency, it is known that: First, the facilities component (amenities) oriented to lodging



facilities, has been carried out by the Tourism and Culture Office, this can be seen from the many choices of places to stay provided, both those managed by the government or private. Second, the component of facilities (amenities) which is oriented to public facilities, has been carried out by the Department of Tourism and Culture by providing various kinds of public facilities to facilitate tourists in their activities while in tourist attractions. Third, the component of facilities (amenities) which is oriented towards parking facilities, that the Department of Tourism and Culture has provided sufficient and spacious parking space for tourist vehicles to store both public and private vehicles while in tourist attractions (Moenir, 2006).

Components of management institutions (institutions) in measuring tourist destinations in the work area of the Tourism and Culture Office of Pangandaran Regency based on the structure of the main standardized solution model based on the results of data collection through questionnaires represented by 150 respondents were able to explain 0.89. Meanwhile, judging from the structure of the main t-value model, the value of the component management institutions (institutions) is 13.52, meaning that the component of the management institutions (institutions) is the right component to measure tourist destinations in the work area of the Tourism and Culture Office of Pangandaran Regency. The components of management institutions (institutions) which consist of indicators: the government, the private sector and investors, have been carried out by the Tourism and Culture Office of Pangandaran Regency, so as to be able to increase Community/Customer Satisfaction in the work area of the Pangandaran Regency Tourism and Culture Office as a whole. Based on this

analysis, it appears that the implementation of the development of tourist destinations has been carried out by the Department of Tourism and Culture in accordance with the components of the management institutions (institutions) with reference to the government, private parties and investors to achieve community/customer/visitor satisfaction while enjoying the tourist area in the work area. Pangandaran Regency Tourism and Culture Office.

### **Partial Effect of Local Wisdom on Community/Customer Satisfaction in Tourism Areas of Pangandaran Regency**

The discussion in analyzing research results with SEM analysis is carried out through two approaches, namely the standardized solution analysis approach and t value. The standardized solution analysis approach is carried out to see the positive and negative analysis, and to determine the relationship between variables. While the t value analysis approach is to see the results of the analysis in determining the significance and non-significance. These two analytical approaches have different functions, where each function is related to one another.

Departing from the Sub-Structure of the Standardized Solution Variable X2 which is determined by X2-1 to X2-5 which has an influence on Y, that the standard value of loading the Local Wisdom factor on community/customer satisfaction is 0.44. Based on the loading factor value, the Local Wisdom variable which consists of the characteristics of having the ability to control, the characteristics of having the ability to resist the influence of outside cultures, the characteristics of having the ability to accommodate culture, the characteristics of having the ability to give direction to cultural development, and the



characteristics of having the ability to integrate culture. External and indigenous culture have a positive effect on Community/Customer Satisfaction in the Tourism Area of Pangandaran Regency. Judging from the t-value, the value of Local Wisdom on Community/Customer Satisfaction is 2.60.

These values indicate that the Local Wisdom variable which consists of the characteristics of having the ability to control, the characteristics of having the ability to defend against the influence of outside culture, the characteristics of having the ability to accommodate culture, the characteristics of having the ability to give direction to cultural development, and the characteristics of having the ability to integrate outside culture and culture. Original has a significant effect on Community/Customer Satisfaction in the Tourism Area of Pangandaran Regency.

The characteristics of the ability to control in measuring Local Wisdom in the work area of the Tourism and Culture Office of Pangandaran Regency based on the structure of the main standardized solution model based on the results of data collection through a questionnaire represented by 150 respondents were able to explain 0.94. Meanwhile, judging from the structure of the main model t-value, the magnitude of the characteristic of the ability to control is 15.35, meaning that the characteristic of the ability to control is the right feature to measure Local Wisdom in the work area of the Tourism and Culture Office of Pangandaran Regency. The characteristics of the ability to control which consist of indicators: not harming other people and acceptable to the community have been carried out by the Pangandaran Regency Tourism and Culture Office, so as to be able to increase Community/Customer Satisfaction in the work

area of the Pangandaran Regency Tourism and Culture Office as a whole.

The results showed that the characteristics of the ability to control were based on the aspect of not harming others, indicating that the Department of Tourism and Culture of Pangandaran Regency had created and promoted local wisdom without harming other parties, especially visitors. The characteristics of the ability to control based on aspects that are acceptable to the community, indicate that the Tourism and Culture Office of Pangandaran Regency in creating and promoting local wisdom has the support and approval of the community and is considered well received by visitors, so that visitors feel safe and comfortable with the local wisdom offered.

The characteristics of the fortress from the influence of outside culture in measuring Local Wisdom in the work area of the Tourism and Culture Office of Pangandaran Regency based on the structure of the main standardized solution model based on the results of data collection through questionnaires represented by 150 respondents were able to explain 0.93. Meanwhile, judging from the structure of the main model t-value, the magnitude of the value of the defensive fortifications from external cultural influences is 14.93, meaning that the characteristics of the defense forts from external cultural influences are the right characteristics to measure Local Wisdom in the work area of the Pangandaran Regency Tourism and Culture Office. . The characteristics of the fortress from external cultural influences which consist of indicators: being able to maintain external influences and being able to maintain local culture have been carried out by the Tourism and Culture Office of Pangandaran Regency, so as to increase Community/Customer Satisfaction in the work



area of the Pangandaran Regency Tourism and Culture Office as a whole.

Based on this analysis, it appears that the implementation of the preservation of Local Kerifan has been carried out by the Department of Tourism and Culture in accordance with the characteristics of a fortress from external cultural influences with reference to aspects of being able to maintain external influences and aspects of being able to maintain local culture for achieving community/customer/visitor satisfaction while enjoying the area. tourism in the work area of the Pangandaran Regency Tourism and Culture Office. Characteristics of having the ability to accommodate culture in measuring Local Wisdom in the work area of the Tourism and Culture Office of Pangandaran Regency based on the main standardized solution model structure based on the results of data collection through a questionnaire represented by 150 respondents was able to explain 0.95 (Riant, 2004).

Meanwhile, judging from the structure of the main t-value model, the value of the feature having the ability to accommodate culture is 15.57, meaning that the characteristic having the ability to accommodate culture is the right feature to measure Local Wisdom in the work area of the Tourism and Culture Office of Pangandaran Regency. The characteristic of having the ability to accommodate culture which consists of indicators: integrating cultural elements and being able to adapt to foreign cultures has been carried out by the Tourism and Culture Office of Pangandaran Regency, so as to be able to increase Community/Customer Satisfaction in the work area of the Pangandaran Regency Tourism and Culture Office as a whole.

The results showed that the characteristics of having the ability to accommodate culture based on the aspect of

integrating cultural elements, showed that the Tourism and Culture Office of Pangandaran Regency had carried out cultural acculturation between foreign and local cultures so that when implementing the application of culture there was no conflict between foreign culture and local culture. Characteristics of having the ability to accommodate culture based on the aspect of being able to adapt to foreign culture, shows that the Tourism and Culture Office of Pangandaran Regency has arranged tourist habits and culture to be adapted to the existing local culture, especially in places that are sacred/holy, but if in a In general, foreign cultural restrictions are more relaxed so that there is comfort for tourists.

The results of the research above, seem to have provided information that the Tourism and Culture Office of Pangandaran Regency has carried out its duties in accordance with the local wisdom preservation tools on the characteristics of having the ability to integrate foreign culture and indigenous culture based on the aspect of being able to unite foreign cultures, namely the acculturation process of local culture and local culture. outside cultures on mutually supportive matters. While the characteristics of having the ability to integrate foreign culture and indigenous culture in the form of aspects of paying attention to the influence of globalization, that the Department of Tourism and Culture of Pangandaran Regency has arranged acculturation using the globalization effect approach that is currently happening so that the acculturation process can be carried out properly without any disturbance.

As it is known that the variables of Destination Tourism and Local Wisdom are influential variables, namely the independent variables that affect Community Satisfaction at Tourist Places in the Work Area of the Tourism



and Culture Office of Pangandaran Regency. Meanwhile, tourist attractions in the management of the Tourism and Culture Office of Pangandaran Regency are objects of research, where researchers conduct research and sources of data and information in research. The data analysis technique to test the model and hypothesis used is Structural Equation Model (SEM) Analysis. The purpose of using SEM analysis is to analyze the relationship between latent variables and their indicator variables, the relationship between one latent variable and another, as well as to determine the magnitude of the measurement error in this dissertation research.

Tourism Destination Development implemented at the Tourism and Culture Office of Pangandaran Regency includes the following components: Attractions, Accessibility, Facilities (Amenities) and Institutions. The attractiveness component relates to: the uniqueness aspect, the beauty aspect and the completeness aspect. The accessibility component relates to: road category, distance to city center, and ease and smoothness. The facility component relates to lodging facilities, public facilities and parking facilities. The components of the management institution are related to: the government, the private sector and investors.

The components above, have been discussed clearly in a partial analysis which clearly has shown positive and significant research results related to the results of research related to Tourism Destinations, their effect on Community Satisfaction at tourist attractions in the work area of the Tourism and Culture Office of Pangandaran Regency. Besides Tourism Destinations, another important variable that causes effective performance is Local Wisdom. The characteristics above have been discussed in depth in the partial analysis which clearly has

shown positive and significant research results related to the results of research related to the category of Local Wisdom in tourist attractions in the work area of the Tourism and Culture Office of Pangandaran Regency. Overall, the simultaneous influence of tourist destinations and local wisdom on community satisfaction at tourist attractions in the work area of the Tourism and Culture Office of Pangandaran Regency is quite significant, which is 94%, meaning that the variables of tourist destinations and local wisdom are very dominant in influencing community satisfaction at tourist attractions in the work area. Pangandaran Regency Tourism and Culture Office.

## CONCLUSION

Based on the results of research on the Effect of Tourist Destinations and Local Wisdom on Community Satisfaction at tourist attractions in the work area of the Pangandaran Regency Tourism and Culture Office, as has been discussed in Chapter IV on Description of Research Results and Discussion, it can be comprehensively concluded as follows. Partially, the Tourism Destination variable has a positive influence on community satisfaction at tourist attractions in the work area of the Tourism and Culture Office of Pangandaran Regency, although seen from the components it shows quite varied values. Partially, the Local Wisdom variable has a positive influence on community satisfaction at tourist attractions in the work area of the Pangandaran Regency Tourism and Culture Office, although seen from its characteristics it shows quite varied values. Simultaneously, the variables of Tourism Destinations and Local Wisdom have a positive effect on community satisfaction at tourist attractions in the work area of the Tourism and Culture Office of Pangandaran Regency. This



implies that Tourism Destinations and Local Wisdom can increase community satisfaction at tourist attractions in the work area of the Pangandaran Regency Tourism and Culture Office. In addition, this study also found other variables outside of Tourism Destinations and Local Wisdom that had an effect on Community Satisfaction at tourist attractions in the work area of the Tourism and Culture Office of Pangandaran Regency for further research.

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