

# THE EFFECT OF BANYUMAS SQUARE REVITALIZATION ON VISITOR SATISFACTION

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This study aims to determine the impact of revitalization of Banyumas Square on visitor satisfaction. Revitalization is an attempt to revitalize an area or part of a city that was once vital in life but suffered from setbacks and degradation. The process of revitalizing the Banyumas square includes improving the physical and economic aspects. The impact experienced by visitors due to revitalization is about the level of satisfaction with the services and facilities provided in Banyumas Square. Satisfaction is feeling comfort/satisfied or disappointed that arises after comparing the performance (results) of the product with the expected performance (or results).

The population in this study were visitors to Banyumas Square, then sampling with non probability sampling methods, because the population studied number and identity of members is unknown. The sample was obtained by 96 visitors. Data analysis techniques used to measure visitor satisfaction with data tabulation. Data from research results on visitor satisfaction will be tabulated in the form of tables that can show ratings for variables 1) accessibility (ease of location, transportation costs), 2) facilities (parking space, number of toilets, play facilities and sports facilities), and 3) management (safety, comfort, cleanliness of the location, care of officers).

The results of the study showed that for accessibility variables, visitors were satisfied because the location was easily accessible to the main route of Banyumas and transportation costs were also cheap. The assessment for facility variables is that visitors are satisfied with the play facilities because the available games are of various types, quite satisfied with the available sports facilities, because there are still additional sports facilities, visitors are quite satisfied with the parking space provided and are very dissatisfied with the availability of toilets available. The assessment for management variables is that visitors feel quite satisfied with security and convenience because the location is close to the security and cleanliness of the location, visitors are also quite satisfied because there is still a lot of garbage in the Alun-alun area so that cleanliness is still needed.

Key words: Revitalization, Banyumas Square, Visitor Satisfaction

## 1. INTRODUCTION

Banyumas is a sub-district city in the Banyumas district. this city has a pretty interesting history. From existing historical heritage sites, the city of Banyumas is the former center of the district administration (kekadipatenan). This can be proven through the existence of traces of old buildings with a distinctive urban design, similar to the administrative center of the Sultanate of Yogyakarta and other Islamic kingdoms in Java.

Starting January 1, 1936 Purwokerto district was included in the area of Banyumas city. At the same time, the Banyumas district government was moved to Purwokerto. The transfer of the capital was held on February 26, 1937. A large hall in front of the square in Banyumas is now only

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a duplicate. With the relocation of the capital city of Banyumas Regency to Purwokerto, the city of Banyumas became deserted and almost forgotten.

Revitalization of Banyumas Square is one way to enliven the city of Banyumas. The effects of revitalization which included spatial planning, improvement of facilities and infrastructure, were able to invite many visitors. The geographic location of the strategic Banyumas Square, which is on the west, is Nur Sulaiman Mosque, in the north is the Si Panji Duplicate Hall, and to the east is the Banyumas Community Institution, on the edge and center of the Alun-alun complex planted with banyan trees that symbolize protection for the people, join donate the beauty that gives the attraction of Banyumas Square.

More and more visitors cause a significant impact on the Square including parking, cleanliness, security, comfort, facilities and infrastructure that support where the amount must be able to meet the needs of visitors. Based on these problems, the researcher was interested in researching the title "Impact of Revitalization of Banyumas Square on Satisfaction of Visitors".

## **2. LITERATURE REVIEW**

### ***2.1. Revitalization***

Revitalization is an attempt to revitalize an area or part of a city that was once vital in life but experiences setbacks and degradation (Martokusumo, 2008). The process of revitalizing an area or part of the city includes the improvement of physical aspects and economic aspects of buildings and urban spaces. Physical revitalization is a short-term strategy that is intended to encourage an increase in long-term economic activity. Physical revitalization is believed to be able to improve the physical condition (including also public space) of the city, but not for the long term. For this reason, improvements and improvements in economic activity (economic revitalization) are needed that refer to socio-cultural aspects and environmental aspects (environmental objectives). This is absolutely necessary because through productive use, it is hoped that a maintenance mechanism and lasting control of the existence of urban facilities and infrastructure will be formed.

### ***2.2 Square***

Pradipta and Khadiyanto (2013) in their research stated that Square is a place or space formed because of the need for a place to meet or communicate with each other, so that it becomes a place that can accommodate human activities or activities individually or in groups. As a vehicle for social interaction, open space is able to create the character of city community. The square is expected to be able to link all members of the community regardless of their social, economic and cultural background.

### ***2.3 Visitor Satisfaction***

Visitor satisfaction according to Kotler (2014) is the feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of the expected performance (or results). The level of satisfaction is a function of the difference between the results perceived with expectations. Customers able to experience one of the following levels of satisfaction: a. If product performance is worse than expected, customers will feel dissatisfied, b. If performance is in line with expectations, customers will feel satisfied, c. If performance exceeds expectations, customers will feel very satisfied or happy. Thomson et al. (2005) argue that customers who satisfy with a brand might have an emotional attachment to that brand. Using

these concepts, it can be interpreted that destination source credibility will result in destination satisfaction only if tourists have a strong attachment to the destination (Veasna et al., 2013)

#### ***2.4. Research focus***

Knowing the impact of revitalizing Banyumas Square on customer satisfaction

#### ***2.5. Location and Research Site***

The research location is located in Banyumas City, while the research location is located in the Banyumas Square.

#### ***2.6. Data source***

The data sources used in this study are primary data. Primary data obtained from questionnaires distributed to visitors to the Banyumas Field.

#### ***2.7. Data collection technique***

Questionnaire or Questionnaire is a data collection technique used by researchers in conducting research.

#### ***2.8. Research Instrument***

The research instrument used by researchers as a tool in collecting data in the form of sheets of paper containing questions for visitors.

#### ***2.9. Data analysis***

Analysis of the data used by researchers is by tabulation of data. Data tabulation is a data processing process that is carried out by entering data into tables or lists to facilitate analysis and evaluation.

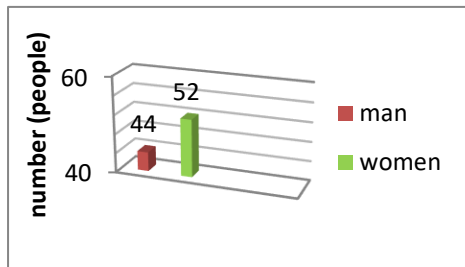
### **3. RESULT AND DISCUSSION**

#### ***3.1. Identification of Visitor Characteristics of Banyumas Square***

The results of filling out questionnaires by visitors The square about visitor characteristics can be categorized based on age, gender, origin of residence, last education, occupation and income, with whom the respondent came to the Square, costs incurred while in the square, transportation equipment used, and transportation costs incurred to go to Alun-alun.

##### ***3.1.1. Characteristics of Respondents based on age, gender and origin of residence***

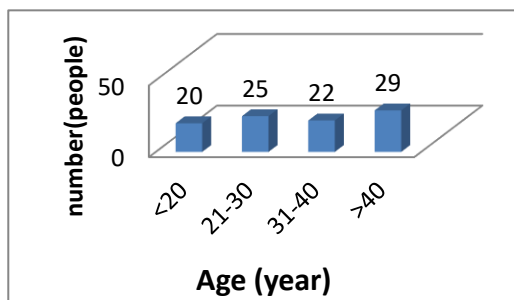
The results of the questionnaire distributed to 96 respondents based on non-probability sampling techniques showed that the proportion of male and female visitors was relatively similar, namely 44 men and 52 women. This proves that the activities in Banyumas Square are in demand by all sexes.



Source: survey results, 2019

Figure 1. Respondents by Gender

The characteristics of the types of activities in the square have an influence on society based on their age. Banyumas Square is a green open space that is sought after by all ages. The proportion of parents is higher than other age groups.

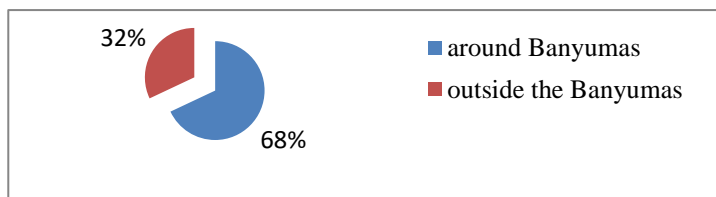


Source: survey results, 2019

Figure 2. Age-Based Respondents

Based on Figure 2, it can be seen that the proportion of visitors in Banyumas Square is at most > 40 years of age as many as 29 people. This shows that these age groups often visit and use their time for activities in the Square.

Based on the survey conducted, Banyumas Square has a special attraction because there is a historic aircraft icon MIG 17 Fresco, which aims to foster a sense of pride for local residents and make the old city of Banyumas more magnificent and crowded with people around Banyumas and outside Banyumas.



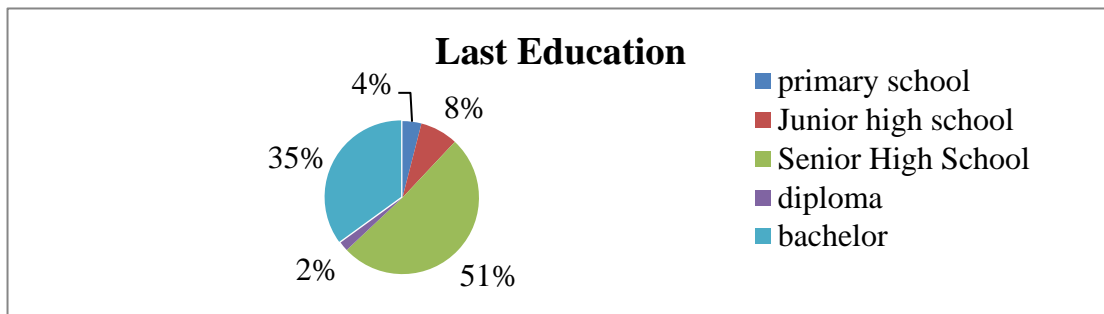
Source: survey results, 2019

Figure 3. Respondents Based on Origin of Residence.

Based on Figure 3, it can be seen that the visitors of Banyumas Square mostly come from around Banyumas with a percentage of 68%. This large percentage shows that the new Banyumas Square is able to attract visitors from within Banyumas to carry out activities in this place.

### 3.1.2. Characteristics of Respondents based on recent education

Based on the results of the questionnaire, the characteristics of the people who visited Banyumas Square based on the latest education level were dominated by a group of high school students with a total of 51%, a S1 education level of 35%, a junior high school education level of 8%, an elementary school level of 4% and a D3 education level of 2%.

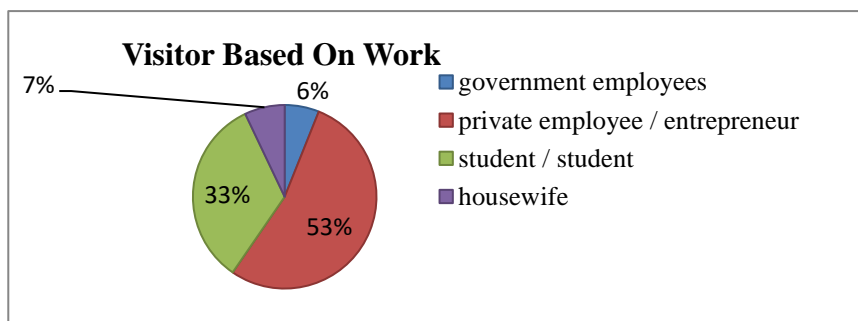


Source: survey results, 2019

Figure 4. Respondents Based on the Latest Education Level

### 3.1.3. Characteristics of respondents based on work

The type of work can affect someone to be able to visit the Square. Job-based visitors are dominated by private employees / entrepreneurs by 53%, students / students 33%, 7% Housewives and 6% PNS. This shows that private employees have more free time to visit Banyumas Square.

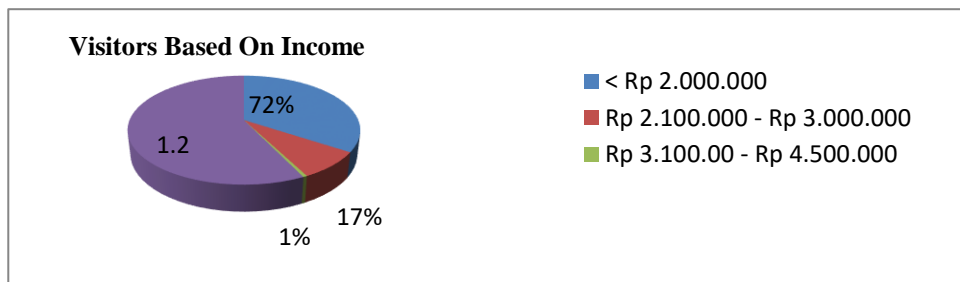


Source: survey results, 2019

Figure 5. Job Based Respondents

### 3.1.4. Characteristics of respondents based on income

The income of someone is influential to determine where to spend time off with family or friends. For people who have minimal income, need more for pleasure or just a more comfortable atmosphere outside the home that is easy to reach and does not require a lot of money.

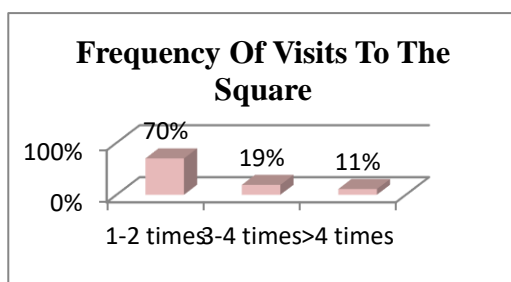


Source: survey results, 2019

Figure 6. Respondents Based on Income

Based on Figure 6, it can be seen that the most respondents are groups with income <Rp 2,000,000. This is because the visitors who come are mostly students / students who do not have fixed income. The group that has income between IDR 2,100,000 - IDR 3,000,000 by 17%, the group with income of IDR > 4,500,000 at 1.2% and the group with income of IDR 3,100,000 - IDR 4,500,000 by 1%. These shows that Banyumas Square is used by the community with all groups with various income.

### 3.1.5. Characteristics of Respondents based on Frequency of Visit to square



Source: survey results, 2019

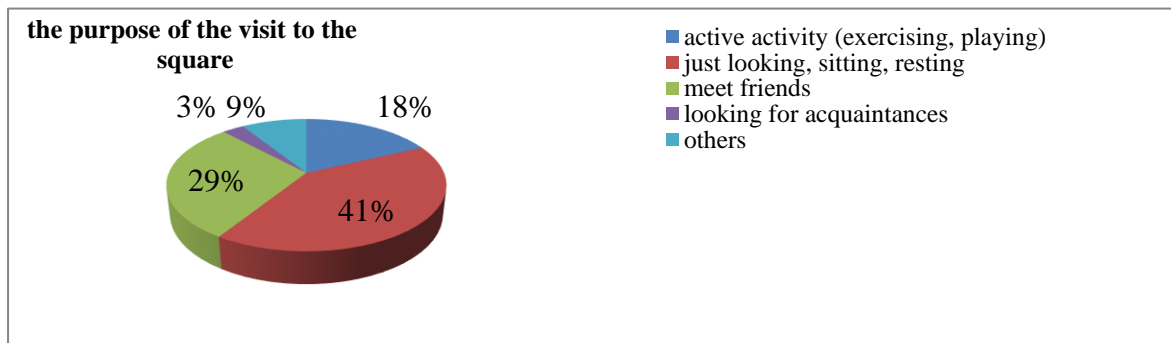
Figure 7. Respondents Based on Frequency of Visit to the Square

Based on Figure 7, respondents with a frequency between 1-2 times are quite large at 70% because people are not used to spending weekends in Alun-alun. Other frequencies are 3-4 times by 19% and > 4 times by 11%.

### 3.1.6. Characteristics of Respondents by Time of Visit and Purpose of Visit to Location

Based on the results of the questionnaire, the characteristics of Alun-alu visitors viewed from the time of visit varied between 47% in the afternoon, 27% at night, 15% during the day and 11% in the morning. The biggest visit time is in the afternoon because visitors are mostly parents who take their children to play while having dinner.

Motivation or purpose of respondents visiting Alun-alu in general to looking for around, sit and rest as much as 41%, visits to meet friends by 29%, Visits for activities (exercising, playing) 18%, visits for others such as finding culinary , bringing children to play and exercise, as much as 9% and visit to finding acquaintances as much as 3%.

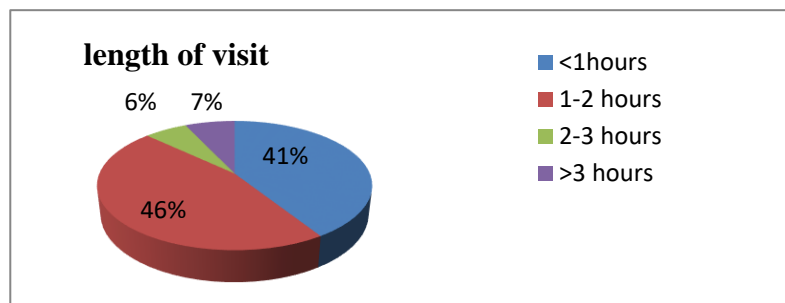


Source: survey results, 2019

Figure 8. Respondents Based on the Purpose of a Visit to the Square

### 3.1.7. Characteristics of Respondents Based on Length of Visit on Location

The duration of the visit carried out by the community varied among them, 1-2 hours by 46%, <1 hour by 41%, > 3 hours by 7% and 2-3 hours by 6%. From the results of various percentages it can be acknowledged that the public is happy with the attraction and facilities for activities in Banyumas Square.

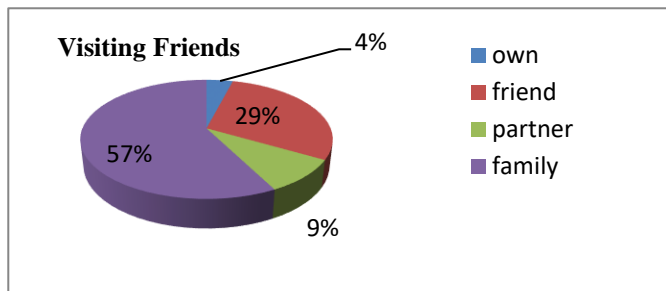


Surce: survey results, 2019

Figure 9. Respondents Based on Length of Visit in the Square

### 3.1.8. Characteristics of Respondents Based on People who accompanied the Visit.

Based on the community questionnaire visiting Alun-alun is not alone but with other people, including with family as much as 57%, friends as much as 29%, couples 9% and own 4%. The biggest percentage is dominated by people who visit with family because most visitors are older people > 40 years old who carry out activities to accompany children or just take a break.

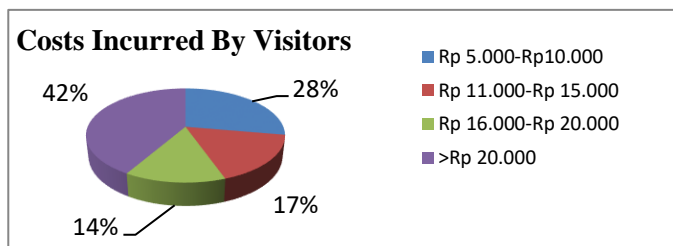


Source: survey results, 2019

Figure 10. Respondents Based on People who accompanied the Visit

### 3.1.9. Characteristics of Respondents Based on Costs incurred at the Location

From the results of the questionnaire to 96 visitors, data showed that the costs incurred were > Rp. 20,000 as much as 42%, Rp. 5,000-Rp. 10,000 as much as 28%, Rp. 11,000-Rp. 15,000, 17% and Rp. 16,000-Rp. 20,000, 14%. Based on the above percentage, the most expenditure is > p 20,000 because the biggest visitors have worked.



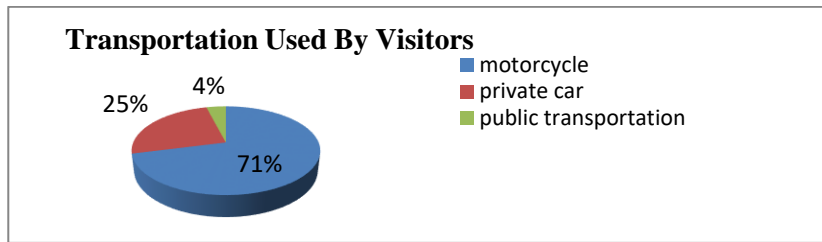
Source: survey results, 2019

Figure 11. Respondents Based on Expenses incurred

### 3.1.10. Characteristics of Respondents Based on Transportation Tools used

Based on the results of the questionnaire, visitors came to Alun-alun using 71% motorbikes, 25% private cars and 4% public transportation.



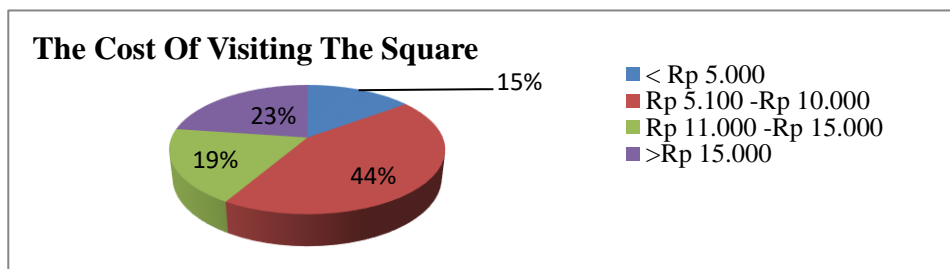


Source: survey results, 2019

Figure 12. Respondents Based on Transportation Tools used

### 3.1.11. Characteristics of Respondents Based on the Cost of Transportation to the Location.

Based on the results of the questionnaire, it was found that transportation costs to Alun-alun ranged from Rp. 5,100 - Rp. 10,000 by 44%, > Rp. 15,000 by 23%, Rp. 11,000 - Rp. 15,000 by 19%, and Rp. 5,000 by 14%. Costs incurred by the community to reach the location depend on the location of the respondent's residence.



Source: survey results, 2019

Figure 13. Respondents Based on the Cost of Transportation to the Location

### 3.2. Analysis of Visitor Satisfaction Levels of Assessment of Interest and Performance Levels

Analysis of the level of visitor satisfaction is calculated by the Visitor Satisfaction Index method. The following formula calculates the average value of the level of performance and importance (Supranto,2006) :

$$x = \frac{\sum X}{n} \quad y = \frac{\sum y}{n}$$

Information :

X = average level of performance

Y = average value of importance

Whereas the Visitor Satisfaction Index (IKP) is calculated by the following formula:

$$IKP = \frac{T}{5xY} x 100\%$$

Information :

T = total X average multiplication score and Y average

Y = total average score of interest Y

5 = maximum value on the measurement scale

The measurement criteria for visitor satisfaction refer to the following score interpretation criteria (Riduwan, 2009):

- 1) Number 0% - 20% = Very Dissatisfied
- 2) Number 21% - 40% = Dissatisfied
- 3) Figures 41% - 60% = Quite Satisfied
- 4) Number 61% - 80% = Satisfied
- 5) Figures 81% - 100% = Very Satisfied

Table 1. Visitor Satisfaction Level

Indicator	Nilai Rata-rata			IKP (%)	Criteria
	X (performance)	Y (Interests)	XY		
Convenience to the location of Banyumas Square	4,10	4,47	18,34	82,08%	Very Satisfied
Affordable transportation costs	3,81	4,18	15,93	76,25%	Satisfied
Availability of adequate parking space	3,67	4,35	15,97	73,33%	Satisfied
Availability of adequate and clean toilets in the Alun-alun area	1,00	4,30	4,30	20,00%	Very Dissatisfied
Availability of play facilities	3,83	4,21	16,13	76,67%	Satisfied
Availability of sports facilities	3,61	4,13	14,91	72,29%	Satisfied
Guarantees the safety and comfort of visitors while in the banyumas square	3,53	4,48	15,82	70,63%	Satisfied
Cleanliness in the square neighborhood	3,04	4,58	16,47	60,83%	Quite Satisfied
The caregiver's concern for visitors is manifested in attitude (friendly, polite, and smiling)	3,46	4,50	15,75	69,17%	Satisfied
Total	3,34	4,36	14,53	66,74%	Satisfied

Based on the results of the calculation shows that the level of satisfaction of visitors Banyumas Square is in the criteria of satisfaction or with an average of 66,74%. The ease of getting to the location of Banyumas square is in the criteria of being very satisfied, because the location of Alun-alun is on the edge of the highway which is the main route to Purwokerto or Yogyakarta. Transportation costs are in the criteria of satisfaction, because transportation costs are cheap and affordable for the middle and lower class. The availability of parking lots is in the criteria of satisfaction because square has provided a parking space, only needs to be expanded to accommodate more and more visitors. The availability of

toilets with sufficient numbers is in the criteria of being very dissatisfied because the toilets have not yet been provided in the Alun-alun area but still join the Nur Sulaiman Great Mosque. The availability of play facilities is in the criteria of satisfaction, because the play facilities have many types and the numbers are getting more and more and more diverse. The availability of exercise facilities is satisfied because there has been extensive land available to exercise both healthy walking and gymnastics. Guarantees the safety and comfort of visitors are in the satisfaction criteria because the east side of the square is the Police Officers' office. The cleanliness of the square in the criteria is quite satisfied because the neighborhood square is still widely seen even though there are already provided bins along the road in the square. Concern of officers is on the criteria of satisfaction because officers always monitor visitors until the activity on square is finished.

From the question about visitor responses to Alun-alun Banyumas 77% of visitors said they were very satisfied and satisfied, 11% said they were quite satisfied and 11% said they were very dissatisfied.. This shows visitors are happy with the beauty of the increasingly attractive Square, it's just that there still needs to be improvements to make it more attractive. Visitors provide suggestions including to provide adequate toilet facilities, improve cleanliness, increase parking areas, increase reforestation, and increase educative activities for students and children.

It is expected that with the advice of visitors it can be input for managers to develop Banyumas Square again so that it can increase the number of visitors. With the increasing number of visitors it will also have an impact on the receipt of retribution from Banyumas Square.

### 3. ANALYSIS OF VISITOR SATISFACTION LEVEL FROM VISIT TO BAYUMAS SQUARE

#### 3.1 Analysis of Visitor Satisfaction Levels on Accessibility

Table 2. Visitor Satisfaction Level with Accessibility

Attribute Satisfaction	Satisfaction level (people)				
	SP	P	CP	TP	STP
Convenience to the location of Banyumas Square	33	49	13	1	0
Affordable transportation costs	29	46	20	1	0

Based on the results of the questionnaire in table 2, it is known that community assessment of accessibility variables. Ease to location and transportation costs get the highest rating with satisfied criteria. But there are still those who give an unsatisfied assessment, so this will provide input for the Banyumas Regency government in an effort to develop the Banyumas Square.

### 3.2 Analysis of Visitor Satisfaction Levels on facilities

Table 3. Visitor Satisfaction Rate of facilities

Attribute Satisfaction	Satisfaction level (people)				
	SP	P	CP	TP	STP
Availability of adequate parking space	19	33	34	7	2
Availability of adequate and clean toilets in the Alun-alun area	0	0	0	0	96
Availability of play facilities	24	35	34	3	0
Availability of sports facilities	28	29	31	6	2

Based on table 3, it is known that the community's assessment of the availability of parking car area is assessed by the criteria of satisfaction and satisfaction. Satisfied assessment for visitors who bring motorbikes because they can park around the square, and ratings are quite satisfied for visitors who bring cars because it requires a large parking area while the parking space provided is still lacking to meet the needs of car parking for visitors.

The availability of toilets still provides a very dissatisfied assessment because toilet facilities have not been provided in the Alun-alun area. The highest rating for playing facilities is satisfied criteria. The availability of sports facilities receives the highest rating on criteria quite satisfied, this is because sports facilities still need to be added.

### 3.3 Analysis of Visitor Satisfaction Levels on management

Table 4. Visitor satisfaction level with management

Attribute Satisfaction	Satisfaction level (people)				
	SP	P	CP	TP	STP
Guarantees the safety and comfort of visitors while in the Alun-alun area	17	35	41	2	1
Cleanliness in the neighborhood square	21	32	40	3	0
The caregiver's concern for visitors is manifested in attitude (friendly, polite, and smiling)	18	30	38	9	1

Based on table 4, it is known that the community's assessment of security and safety, environmental hygiene, and caregivers' attain the highest score on the criteria are quite satisfied. This is because there needs to be improvement and improvement of existing facilities so that Banyumas Square is more attractive and can add visitors.

## **4. CONCLUSIONS AND IMPLICATIONS**

### ***4.1. Conclusion***

1. In general, the level of customer satisfaction seen from the level of performance and interests shows satisfaction. Assessments are quite satisfied with the hygiene indicators and are very dissatisfied with the availability of toilets, this is what the manager needs to pay attention to

2. In the accessibility variable, visitors also give satisfied ratings, but for facilities and management variables, visitors provide a fairly satisfied assessment, this shows there are still things that need to be improved.

### ***4.2 Implications***

Based on the conclusions above, it can be stated some suggestions that can be useful for managers of Banyumas Square, namely:

1. The management of Banyumas Square should improve performance on indicators of cleanliness and availability of toilets that have a high level of importance and low performance in order to increase visitors.

2. The manager should periodically measure visitor satisfaction for evaluation materials in order to maintain visitor satisfaction.

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