The Impact of Tourism Infrastructure and Gastronomic Variety on Tourists' Satisfaction in River Tourism at Bojong Kulur Village

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ABSTRACT: In the village of Bojong Kulur Bogor, where the government is currently vigorously undertaking an intensive rural area development program, this study examines the impact of infrastructure and culinary options on visitor satisfaction along the river. Due to its rather densely populated residential sector, Bojong Kulur Village has a distinct urban atmosphere and is one of Indonesia's most densely populated villages. A culinary tourism destination was constructed on pier 6 in the residential area by the village government in collaboration with the head of RT 06 RW 36 Vila Nusa Indah III Block KD, and it was opened in June 2022. The goal of this study is to describe how tourism infrastructure affects riverbank tourism, and it is anticipated that the results will be helpful when organizing volunteer activities in tourist locations. Quantitative writing techniques are employed. the theoretical framework on which journals, websites, and libraries operate. Based on data that has been obtained and can be advised to river tourism management, the study's findings include service and infrastructure upgrades for riverside tourist partners in Bojong Kulur Village.

KEYWORDS: Riverside, Infrastructure, Bojong Kulur

INTRODUCTION

Indonesia is one of the developing countries in Southeast Asia. Therefore, the government plans to maximize the natural potential it has to boost the economy and tourism. In addition, the government is currently intensively implementing an intensive rural area development program, which allows local communities to experience the benefits. According to Deddy T. Tikson (2005) that national development can also be interpreted as deliberate economic, social and cultural transformation through policies and strategies towards the desired direction. To realize this rural area development program, the central government assigned local governments to build tourist villages.

One of the villages participating in this program is Bojong Kulur Village. Bojong Kulur is a rural area but has a strong urban feel. Because there are several residential areas such as: Nusa Indah Villa I – V, Mahkota Pesona Villa, Bumi Mutiara, etc. With an area of 477,977ha, a population of ±70,000 people, this village is one of the most densely populated villages in Indonesia. After that, the village government worked with the head of RT 06 RW 36 Vila Nusa Indah III Block KD to build a culinary tourism destination on pier 6 in the residential area. This culinary tourism destination was inaugurated in June 2022, the main program is Cikeas River Tour, because this residential area is passed by the Cikeas river. This tour along the Cikeas river does not only provide entertainment family fun, but including education about river ecology and river characteristics, but also training physical endurance for tourists.

The starting point for this river tour is located at pier 6 and ends at pier 2 Bendung Koja, Bojong Kulur Village with a journey time of 1 hour 45 minutes. Based on the conditions above, the Cikeas river tour can be implemented with the Green Economy. The green economy approach is a development model that does not rely on excessive exploitation of existing resources.

The village government realizes that without maximum support from the local community, green economy is very difficult to achieve because it is related to preserving river ecosystems and improving people's lives. Therefore, the village government through the tourism village program is expected to have a positive impact through the tourism village program such as protecting the entire river ecosystem, preventing future natural disasters, and improving the economy of rural communities. But besides the positive effects, there are also negative effects, namely the lack of water catchment areas because there will be more residential areas and congestion which can result in excess carbon emissions, and reduced traditional noble values can decrease as a result of the integration of culture and lifestyle of urban communities.

There are two reasons underlying the writing of this research. First, that the green economy is already known as an economic thought that aims to protect the environment and river ecosystems and is also able to improve people's lives. In other

words, green economy is a concept that connects humans and nature. Second, the concept of green economy is an economic development that is in conflict with nature. If this conflict cannot be resolved properly, then the green economy concept cannot be continued. But of course the potential for conflict resolution is still very high. To resolve this conflict, of course, with a better understanding, namely understanding the relevance of the green economy concept and its implications. In relation to the green economy, the author will examine in terms of tourism infrastructure, and culinary variants in relation to tourist satisfaction.

Tourist objects have the goal of satisfying tourists, tourist satisfaction is an important factor, especially to increase income for organizers of tourist attractions. Tourist satisfaction is a reference for the company's success in providing services to consumers. Satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance of a real or actual tourism product with the expected performance (Sangadji and Sopiah, 2013) in Melinda & Nurtjahjani, 2017.

According to Zeithaml and Bitner (2013) consumers who are satisfied with the products or services purchased and used will return to using the services or products offered, this will build consumer loyalty. According to Kotler (2011) satisfaction is the extent to which a product level is perceived in accordance with tourist expectations. Kotler and Keller, (2011) customer satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the product's perceived performance (or results) against their expectations. If it is below expectations, the traveler is not satisfied. If performance meets expectations, tourists are satisfied. If performance exceeds expectations, tourists are very satisfied or happy. Consumer satisfaction is a post-purchase evaluation, where the alternatives purchased are at least equal to or exceed consumer expectations (Rangkuti, 2013). While Sumarni (2012) says that satisfaction is the level of one's feelings after comparing product performance or perceived results with expectations. Based on several definitions of consumer satisfaction above, the researcher concludes that tourist satisfaction is a feeling of pleasure or satisfaction after visiting a tourist object. The more satisfied tourists can have an impact on the increasing number of tourists and ultimately increase regional income. However, if tourist satisfaction is low, it will have an impact on decreasing the number of tourists visiting tourist sites.

Tourism infrastructure is all the main or basic facilities that enable tourism facilities to live and develop in order to provide services to tourists. Including tourism infrastructure:
• Transportation infrastructure, including: roads, bridges and bus terminals, railroads and stations, airports (air-ports) and seaports (sea ports/harbours).
• Installation of power plants and clean water installations.
• Fuel oil refinery installation.
• Irrigation system or irrigation for the benefit of agriculture, animal husbandry and plantations.
• Banking and monetary systems.
• Telecommunication systems such as telephone, post, telegraph, facsimile, telex, e-mail, and others.
• Health infrastructure such as hospitals and community health centers.
• Infrastructure, security, education and entertainment.

Tourism infrastructure are all facilities that enable the tourism process to run smoothly in such a way as to make it easier for tourists to be able to meet their needs. Some infrastructure in tourism, namely:

Receptive Tourist Plant

All forms of business entities or organizations whose activities are specific to preparing for the arrival of tourists at a tourist destination, namely:
• Companies whose activities are planning and organizing trips for people who will go on tourist trips. For example: tour operators and travel agents.
• Agency or organization that provides information, explanation, promotion and propaganda about a tourist destination. For example: Tourist Information Center located at an airport, terminal, port, or a resort.

Residental Tourist Plants

All facilities that can accommodate the arrival of tourists to stay and stay temporarily in tourist destinations. Included in this group are all forms of accommodation intended for tourists as well as all forms of existing restaurants and restaurants.

For example: hotels, motor hotels (motels), guesthouses, homestays, cottages, camping, youth hostels, as well as restaurants, restaurants, self-services, cafeterias, coffee shops, grill rooms, bars, taverns, and others.

Recreational and Sportive Plants

All facilities that can be used for recreational and sporting purposes. Included in this group are facilities for playing golf, swimming pools, boating, surfing, fishing, tennis courts, and other facilities.

Culinary Variants

Variant is a form that is different or deviates from the original or from the standard and so on.

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According to Seogiarto (2018), culinary is food in the sense of the result of the cooking process. Culinary tourism is traveling to an area or place that serves typical food in order to gain new culinary experiences (Hall and Mitchell, 2001, in Sari, 2013). In this sense, a culinary tourism center is a place that serves a variety of processed foods so that visitors get a new culinary experience.

According to Brainly, culinary is the same as processed products from dishes in the form of side dishes, snacks and drinks. Culinary is also inseparable from cooking activities related to food consumption. The word Culinary comes from an absorption word from English, namely culinary. In English culinary has a meaning that is related to the kitchen and cooking skills.

METHODOLOGY

The research was conducted using a descriptive quantitative method which refers to the correlational method. The subjects of this study are tourists visiting the Bojungkul river tour. Data sources are anything that can provide information about a related research. The data used in this study uses two types of data sources, namely as follows:

1. Primary Data

According to Sugiyono (2018) Primary data is data sources that directly provide data to data collectors. Data is collected by the researchers themselves directly from the first source or where the object of research is carried out. Data collection was carried out by using questionnaires to the respondents. The distribution of the questionnaire was carried out using the Google form for 3 weeks. Then the data analysis technique used is the regression test, reliability test, normality test, and heteroscedasticity.

1. Regression Test

Regression according to Hasan (2008) Regression is included in the measurement tools used to measure the existence of correlations between variables. Regression is defined as a prediction or estimate. Regression analysis can analyze correlation more accurately because in regression analysis it is difficult to show the level of change of a variable in other variables can be determined (slop). Regression analysis can predict or predict the value of the independent variables more accurately. Linear regression is a regression where the independent variable (variable x) has the highest rank of one.

2. Reliability Test

Sugiyono (2018) in his book defines a reliability test as the degree of consistency and stability of data or findings. Unreliable data cannot be processed further because it will produce biased conclusions.

3. Normality Test

The normality test is intended to test whether the residual values in the regression model have a normal distribution or not. According to Ghozali (2017) there are two ways to predict whether the residuals have a normal distribution or not, namely by graphical analysis and statistical analysis:

a. Graphical Analysis Graphical analysis is one of the easiest ways to find out normality by looking at the histogram which compares the observed data with a distribution close to the normal distribution. The basis for decision making in this analysis is as follows:

1) If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph, this shows that the distribution pattern is normal, then the regression model meets the normality assumption.

2) If the data spreads away from the diagonal line and or does not follow the direction of the diagonal line or the histogram graph, this does not indicate that the distribution pattern is normal, then the regression model does not meet the normality assumption.

b. Non-parametric statistical analysis Kolmogrof-Smirnov test (KS) According to Suliyanto (2011) the basis for making decisions from this analysis is whether the regression model meets the normality assumptions as follows:

1) If the value of Sig > alpha then the residual value is normally distributed.

2) If the Sig value < alpha, the residual value is not normally distributed.

4. Heteroscedasticity Test

According to Ghozali (2017) heteroscedasticity means that there are variable variants in the regression model that are not the same. If the opposite occurs, the variable variants in the regression model have the same value, then it is called homoscedasticity. In order to detect the presence of heteroscedasticity problems, graphical analysis methods can be used.

2. Secondary Data

According to Sugiyono (2018), secondary data are indirect data sources.Pass the data to the data collector, through other people, documents, etc. of In this study, the sources of secondary data are books, journals and articles on the research topic river tourism.

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RESULT AND DISCUSSION

1. Data Analysis

a. Data Validity Test Tourist Satisfaction Variables

Correlations

		y1	y2	y3	y4	y5	y6	y7	y8
y1	Pearson Correlation	1	.776**	.495**	.561**	.614**	.533**	.489**	.324**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	134	134	134	134	134	134	134	134
y2	Pearson Correlation	.776**	1	.631**	.655**	.534**	.507**	.584**	.477**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	134	134	134	134	134	134	134	134
y3	Pearson Correlation	.495**	.631**	1	.562**	.447**	.385**	.363**	.297**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	134	134	134	134	134	134	134	134
y4	Pearson Correlation	.561**	.655**	.562**	1	.544**	.455**	.571**	.535**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	134	134	134	134	134	134	134	134
y5	Pearson Correlation	.614**	.534**	.447**	.544**	1	.596**	.397**	.281**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.001
	N	134	134	134	134	134	134	134	134
y6	Pearson Correlation	.533**	.507**	.385**	.455**	.596**	1	.586**	.542**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	134	134	134	134	134	134	134	134
y7	Pearson Correlation	.489**	.584**	.363**	.571**	.397**	.586**	1	.816**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	134	134	134	134	134	134	134	134
y8	Pearson Correlation	.324**	.477**	.297**	.535**	.281**	.542**	.816**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.001	.000	.000	
	N	134	134	134	134	134	134	134	134

**. Correlation is significant at the 0.01 level (2-tailed).

Tourism Infrastructure Variables

Correlations

		x11	x12	x13	x14	x15	x16	x17	x18	x19
x11	Pearson Correlation	1	.762**	.611**	.785**	.812**	.471**	.404**	.558**	.497**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000
	N	134	134	134	134	134	134	134	134	134
x12	Pearson Correlation	.762**	1	.667**	.684**	.705**	.475**	.483**	.468**	.505**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000
	N	134	134	134	134	134	134	134	134	134
x13	Pearson Correlation	.611**	.667**	1	.534**	.529**	.580**	.448**	.516**	.518**

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	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000
	N	134	134	134	134	134	134	134	134	134
x14	Pearson Correlation	.785**	.684**	.534**	1	.944**	.477**	.424**	.549**	.495**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	134	134	134	134	134	134	134	134	134
x15	Pearson Correlation	.812**	.705**	.529**	.944**	1	.453**	.434**	.571**	.530**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000
	N	134	134	134	134	134	134	134	134	134
x16	Pearson Correlation	.471**	.475**	.580**	.477**	.453**	1	.554**	.464**	.435**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000
	N	134	134	134	134	134	134	134	134	134
x17	Pearson Correlation	.404**	.483**	.448**	.424**	.434**	.554**	1	.451**	.537**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000
	N	134	134	134	134	134	134	134	134	134
x18	Pearson Correlation	.558**	.468**	.516**	.549**	.571**	.464**	.451**	1	.565**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	134	134	134	134	134	134	134	134	134
x19	Pearson Correlation	.497**	.505**	.518**	.495**	.530**	.435**	.537**	.565**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	134	134	134	134	134	134	134	134	134

**. Correlation is significant at the 0.01 level (2-tailed).

Culinary Variant Variables

Correlations

		x21	x22	x23	x24	x25	x26
x21	Pearson Correlation	1	.759**	.589**	.556**	.631**	.666**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	134	134	134	134	134	134
x22	Pearson Correlation	.759**	1	.731**	.700**	.652**	.666**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	134	134	134	134	134	134
x23	Pearson Correlation	.589**	.731**	1	.809**	.673**	.645**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	134	134	134	134	134	134
x24	Pearson Correlation	.556**	.700**	.809**	1	.641**	.680**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	134	134	134	134	134	134
x25	Pearson Correlation	.631**	.652**	.673**	.641**	1	.612**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	134	134	134	134	134	134
x26	Pearson Correlation	.666**	.666**	.645**	.680**	.612**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	134	134	134	134	134	134

**. Correlation is significant at the 0.01 level (2-tailed).

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b. Data Reliability Test

Reliability of Tourist Satisfaction Data

Reliability Statistics	
Cronbach's Alpha	N of Items
.894	8

Culinary Variant Data Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
.923	6

c. Data Normality Test

One-Sample Kolmogorov-Smirnov Test

		Kepuasan	Sarana	Kuliner
N		134	134	134
Normal Parameters[a,b]	Mean	31.83	36.93	24.04
	Std. Deviation	4.203	4.472	3.056
Most Extreme Differences	Absolute	.133	.202	.230
	Positive	.133	.202	.230
	Negative	-.108	-.084	-.196
Test Statistic		.133	.202	.230
Asymp. Sig. (2-tailed)		.000[c]	.000[c]	.000[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Data Linearity Test

Linearity of Tourist Satisfaction with Tourism Infrastructure

ANOVA Table

			Sum of Squares	Df	Mean Square	F	Sig.
Kepuasan * Sarana	Between Groups	(Combined)	1312.634	18	72.924	8.092	.000
		Linearity	1162.295	1	1162.295	128.967	.000
		Deviation from Linearity	150.339	17	8.843	.981	.484
	Within Groups		1036.418	115	9.012		
	Total		2349.052	133			

Linearity of Tourist Satisfaction with Culinary Variants

ANOVA Table

|			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan * Kuliner	Between Groups	(Combined)	993.966	14	70.998	6.235	.000
		Linearity	806.987	1	806.987	70.867	.000
		Deviation from Linearity	186.980	13	14.383	1.263	.245
	Within Groups		1355.086	119	11.387		
	Total		2349.052	133			

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e. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.295	1.547		1.484	.140
	Sarana	-.001	.050	-.003	-.028	.978
	Kuliner	-.006	.073	-.009	-.081	.936

a. Dependent Variable: ABS_RES1

Scatterplot
Dependent Variable: ABS_RES1
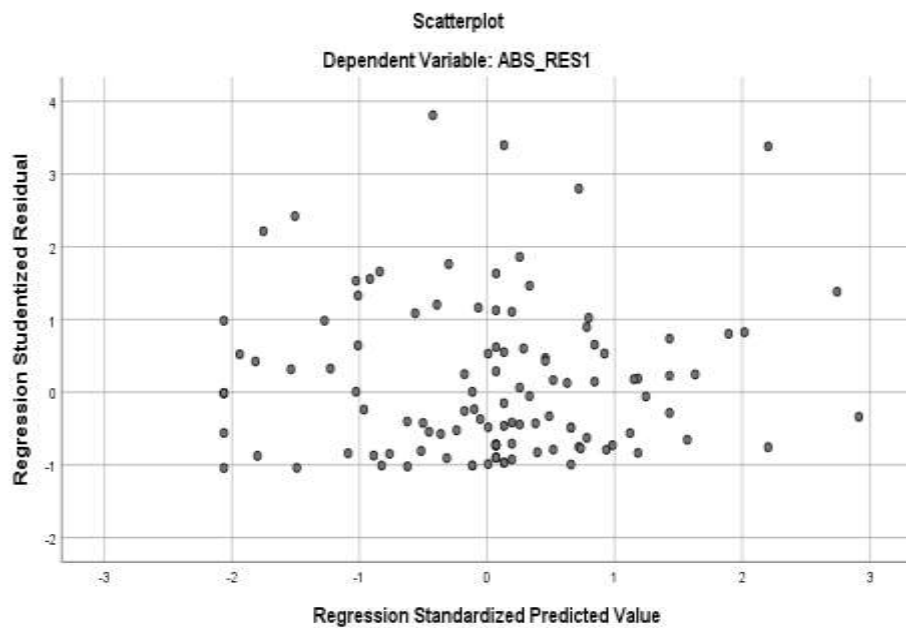
f. Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.727[a]	.528	.521	2.908	1.811

a. Predictors: (Constant), Kuliner, Sarana
b. Dependent Variable: Kepuasan

g. Analysis of Multiple Correlation Coefficients and Multiple Determination Coefficients

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.727[a]	.528	.521	2.908

a. Predictors: (Constant), Kuliner, Sarana
b. Dependent Variable: Kepuasan

h. Analysis of the Coefficient of Multiple Regression Equations

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.771	2.268		2.103	.037

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	Prasarana	.521	.073	.554	7.168	.000
	Kuliner	.325	.106	.237	3.060	.003

a. Dependent Variable: Kepuasan Wisatawan

As the results of the analysis obtained above, it is known that the multiple regression equation, namely 4.771 + 0.554 + 0.237 + 0.692e indicates that if tourism infrastructure changes by 1 point, customer satisfaction will change by 0.554. And if the culinary variant changes by 1 point, customer satisfaction will change by 0.237. The results of this analysis also show that the influence of tourism infrastructure is greater than the culinary variant.

i. Multiple Hypothesis Testing

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1241.452	2	620.726	73.416	.000ᵇ
	Residual	1107.600	131	8.455		
	Total	2349.052	133			

a. Dependent Variable: Kepuasan Wisatawan
b. Predictors: (Constant), Kuliner, Prasarana

Furthermore, as the results of the simultaneous hypothesis test, the test results obtained were Fh = 73,416 > Ft = 2,305 with a significance of 0,000 at α = 0.05. The results of this test indicate that if tourism infrastructure and culinary variants are high, tourist satisfaction will also be high.

j. Partial Hypothesis Testing

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.771	2.268		2.103	.037
	Prasarana	.521	.073	.554	7.168	.000
	Kuliner	.325	.106	.237	3.060	.003

a. Dependent Variable: Kepuasan

Furthermore, as the results of the partial hypothesis test, the results of testing the influence of tourism infrastructure on tourist satisfaction are obtained, namely th = 7.168 > tt = 1.677 with a significance of 0.000 at α = 0.05. The results of this test indicate that if tourism infrastructure is high by controlling culinary variants then tourist satisfaction will also be high.

Furthermore, as with the results of the partial hypothesis test, the results of testing the influence of culinary variants on tourist satisfaction were obtained, namely th = 3.060 > tt = 1.677 with a significance of 0.003 at α = 0.05. The results of this test indicate that if the culinary variance is high by controlling tourism infrastructure then tourist satisfaction will also be high.

From the results of the hypothesis test it can be seen that the dominant variable influences tourist satisfaction from the two variables studied, namely the tourism infrastructure variable.

Based on the results of the hypothesis testing carried out, positive and significant test results were obtained from the two variables studied, both simultaneously and partially hypothesis testing. It can be seen that simultaneously the results of Fh = 73,416 > Ft = 2,305 with a significance of 0.000 at α = 0.05 provide an understanding that tourist satisfaction will be very high when both infrastructure variables and culinary variant variables are managed together. Visiting tourists who go along the river, they carry out tiring activities such as rowing and directing a boat which requires effort and energy so that the physical condition experiences fatigue and decreases stamina.

Due to fatigue and decreased stamina, they need food and drink intake. But usually tourists who need food and drink intake will choose the type of food and drink to be consumed. The food and drinks consumed by tourists are also related to tastes and health problems where there are individuals who are only allowed to consume certain foods and drinks. Thus, the culinary variants provided at the riverside locations should vary.

Furthermore, the results of the partial hypothesis test show the results of testing the influence of tourism infrastructure on tourist satisfaction, namely th = 7,168 > tt = 1,677 with a significance of 0,000 at α = 0.05 more dominant than the influence of

culinary variants on tourist satisfaction, namely th = 3,060 > tt = 1,677 with a significance 0.003 at α = 0.05. The test results indicate that if one of the two variables is to be managed first to support riverside tourism in Bojong Kulur Village with the hope that it will increase the number of tourists who take advantage of riverside tourism facilities in Bojong Kulur Village, then tourism infrastructure should be the first to be managed. .

Among the components of tourism infrastructure that need to be developed and improved are riverside aesthetics, shelter shelters, parks, safety equipment, equipment standards, and transportation from the pier at the end of the river to the discharge (departure) pier.

CONCLUSIONS AND RECOMMENDATIONS
Conclusion
This study illustrates that the two independent variables of tourism infrastructure and culinary variants studied both simultaneously and partially have a positive and significant influence on the dependent variable of tourist satisfaction. That is, if tourism infrastructure and culinary variants simultaneously increase, tourist satisfaction will also increase.

Partially, it turns out that tourism infrastructure has more dominant influence than culinary variants on tourist satisfaction. And if one of the independent variables increases partially, tourist satisfaction will also increase.

SUGGESTION
a. To increase tourist satisfaction in the near future based on the results of this study, it is suggested that riverside tourism managers manage tourism infrastructure including:
1) Riverside aesthetics by adding ornamental plants (garden).
2) Shelters stop by providing boards to sit on and vertical ladders.
3) Safety equipment such as oxygen cylinders and stretchers.
4) Standard equipment in accordance with river water standards.
5) Transportation from the pier at the end of the river to the discharge (departure) pier to make it easier for tourists to return to the first pier.

b. For culinary variations it is recommended:
1) Opening access or links with restaurants around Bojong Kulur Village to facilitate culinary provision according to tourist orders.
2) Provide a complete list of culinary menus with prices.

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