Towards an Outstanding Lasiana Beach: Optimizing Facilities, Accessibility, and Attractions to Increase Tourist Satisfaction

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Info Artikel	Abstract
	Tourism is one of the factors that can drive the economic growth of a country. Outstanding tourism enhances tourist satisfaction and positively impacts various related sectors. The development of tourism is closely related to facilities, accessibility, and tourist attractions. Based on this background, this study focuses on tourist satisfaction and the various factors influencing it. The aim of this research is to analyze how facilities, accessibility, and tourist attractions affect tourist satisfaction at a destination with tremendous potential. This study was conducted at Lasiana Beach with a sample size of 108 tourists using an accidental sampling method. It employed a quantitative approach through a survey method, and data analysis was conducted using multiple linear regression with SPSS software. The results indicate that facilities and tourist attractions have a significant negative impact on tourist satisfaction, while accessibility has a significant positive impact on tourist satisfaction.
	Abstrak
	Pariwisata adalah salah satu faktor yang dapat mendorong pertumbuhan ekonomi suatu negara. Pariwisata yang unggul meningkatkan kepuasan wisatawan dan berdampak positif pada berbagai sektor terkait. Pengembangan pariwisata sangat berkaitan dengan fasilitas, aksesibilitas, dan daya tarik wisata. Berdasarkan latar belakang ini, penelitian ini berfokus pada kepuasan wisatawan dan berbagai faktor yang mempengaruhinya. Tujuan penelitian ini adalah untuk menganalisis bagaimana fasilitas, aksesibilitas, dan daya tarik wisata mempengaruhi kepuasan wisatawan di destinasi yang memiliki potensi besar. Penelitian ini dilakukan di Pantai Lasiana dengan sampel sebanyak 108 wisatawan menggunakan metode accidental sampling. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, dan analisis data dilakukan menggunakan regresi linier berganda dengan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa fasilitas dan daya tarik wisata memiliki dampak negatif yang signifikan terhadap kepuasan wisatawan, sedangkan aksesibilitas memiliki dampak positif yang signifikan terhadap kepuasan wisatawan.
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INTRODUCTION

East Nusa Tenggara (NTT) has enormous tourism potential with various stunning natural and cultural destinations. One of the main attractions is Komodo National Park, which is home to Komodo dragons and various other types of animals. Additionally, NTT offers the beauty of exotic beaches such as Pink Beach, Nihiwatu Beach, and Ling'al Beach, which are recognized as some of the best beaches in the world. The diversity of marine biodiversity in the waters around Alor Island and Rote Island also makes NTT a favorite destination for divers. Beyond its natural charm, NTT is rich in cultural heritage, such as the traditional villages of Wae Rebo and Kampung Bena, which provide a unique experience of the lives of local people and their traditions. This vast tourism potential has become the main driver of economic growth, leading to increased income and transportation efficiency (Haribudiman et al., 2023; Ramyar & Halim, 2020).

The above explanation is also supported by data from the Department of Tourism and Creative Economy of East Nusa Tenggara Province, which shows an increase in the number of tourist attractions from 2020 to 2023. In 2020, there were 1,305 recorded tourist attractions. This chart increased to 1,391 in 2021, indicating positive growth in the tourism sector. This growth continued in 2022 with the number of tourist attractions reaching 1,582, and peaked in 2023 with 1,637 tourist attractions. This increasing trend reflects significant developments in the tourism industry in East Nusa Tenggara. This development can be seen from the increase in the number of tourist attractions. The details of the attractions will be explained in the following chart:
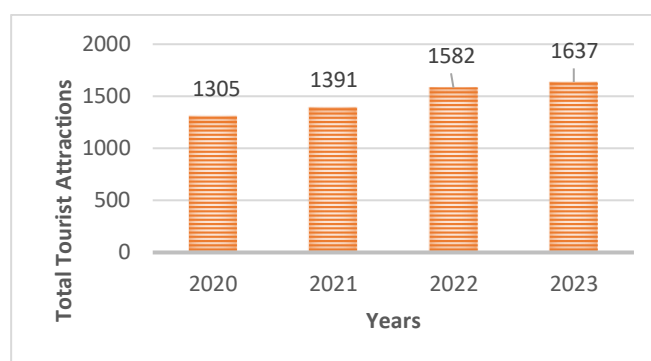

Figure 1. Total Tourist Attractions
Source: Disparekraf, East Nusa Tenggara Province

Corresponding with the rise in the number of tourist attractions, the trend of tourist visits to this region has exhibited volatile conditions in recent years. In 2019, the region welcomed 26,716 tourists. This number increased significantly to 42,111 tourists in 2020. However, there was a decline in 2021, with tourist numbers dropping to 34,629. Subsequently, there was a sharp increase in 2022, reaching a total of 52,054 tourists. Detailed visitor statistics are provided in the following table:
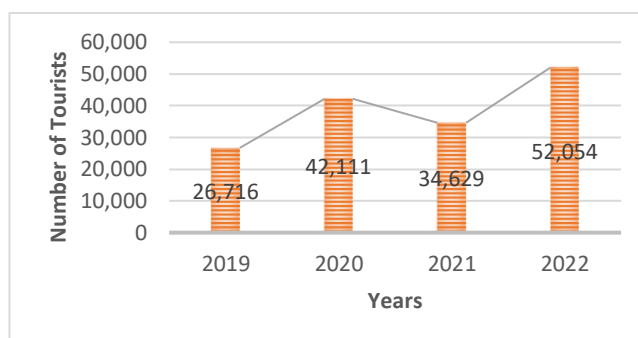

Figure 2. Number of Tourists
Source: *Disparekraf, East Nusa Tenggara*

The large number of tourist attractions makes East Nusa Tenggara (NTT) one of the priority targets in tourism development. This aligns with the second mission of the 2018-2023 Regional Medium-Term Development Plan (RPJMD), which aims to establish NTT as a gateway and center for national tourism

development (Ring of Beauty) and a prime mover of development, supported by 1,305 destinations and 273 tourist villages. This significant tourism potential has various impacts on economic development and growth. One such impact is evident in the foreign exchange earnings, which reached IDR 2,226,422,000,000, equivalent to 42% of the 2019 NTT Regional Budget (APBD) of IDR 5.3 trillion.

However, the magnitude of NTT's tourism potential is not directly proportional to tourist satisfaction. This is evident from several tourist areas that are less popular with tourists or visitors, such as Lasiana Beach. Despite its beautiful views, Lasiana Beach remains largely empty of tourists. Initial observations indicate that many tourists feel less interested and dissatisfied with the condition of Lasiana Beach. The initial observation results are as follows:
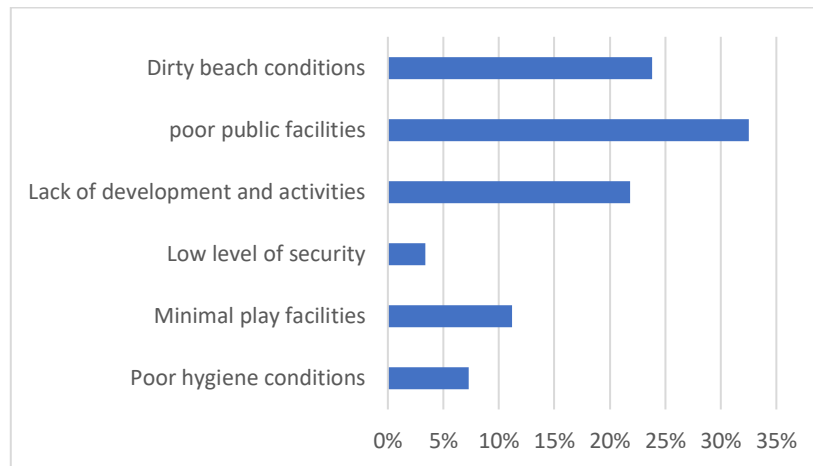

Figure 3. Results of the Tourist Survey on Factors Contributing to
Dissatisfaction at Lasiana Beach
Source: *Disparekraf, East Nusa Tenggara*

Based on the graph above, the main factor contributing to low visitor satisfaction at Lasiana Beach is poor public facilities, accounting for 33% of the dissatisfaction. This is followed by dirty beach conditions (24%) and a lack of development and activities (22%), indicating that infrastructure and beach management issues are the primary concerns for visitors. Other factors, such as minimal play facilities (11%), poor hygiene conditions (7%), and low levels of security (3%), have a smaller contribution but still impact the visitor experience.

Based on the explanation above, various factors contribute to the low level of visitor satisfaction at Lasiana Beach. The primary issue most frequently complained about is poor public facilities. The graph aligns with the opinion of Blegur et al., (2023) who explain that the low number of tourists visiting a destination is influenced by multiple factors, such as environmental conditions, unattractive facilities and activities, poor infrastructure, unsafe security conditions, and inadequate promotions and information. Similarly Ayu & Indrawati, (2020) emphasize that unkempt environments and inadequate facilities can make tourists feel uncomfortable. Additionally, Rahayu et al., (2024) highlights that poor service quality and underdeveloped conditions are key reasons for the low number of visitors to a tourist destination. These issues also significantly impact tourist satisfaction, as evidenced by initial observations showing that many visitors feel uninterested and dissatisfied with the current conditions at Lasiana Beach.

Based on the explanation above, it can be concluded that the main issue in this study is the low satisfaction of tourists and its various impacts. This is evident from the visitor data showing that low tourist satisfaction is one of the main factors contributing to the decline in the number of visitors. As explained by Pujiastuti et al., (2022), tourists who are dissatisfied with the tourist spot and its various aspects tend not to talk about or promote the destination, and may even be reluctant to return to visit the place. In line with this, Chili, (2018) states that tourists who feel threatened, uncomfortable, and dissatisfied at a tourist area are likely to avoid returning to the destination and are less likely to recommend it to others due to the negative experience they had. The low satisfaction described above is also clearly reflected in the survey results, which reveal that many aspects still need

improvement, starting with significant factors such as poor public facilities, dirty beach conditions, and the lack of development and activities.

Based on the problems described above, one effective way to enhance tourist satisfaction is to delve deeper into the various factors that shape the tourist experience. According to Maesar et al., (2022), elements such as destination attractiveness, facility quality, accessibility, public perception of tourist attractions, and cost considerations are crucial in determining tourist satisfaction. This aligns with the findings of Fatmawati & Olga, (2023), who, in their discussion of the Theory of Planned Behavior (TPB), emphasized that tourist satisfaction is significantly influenced by environmental quality, attractiveness, accessibility, and facilities. Furthermore, various researchers have highlighted the importance of main and supporting facilities (Marzuki et al., 2017; Vengesayi et al., 2009), service quality (Binawa et al., 2023) and the combined impact of service quality and facilities (Nursia & Rahmawati, 2023). Additionally, destination attributes such as natural features, culture, shopping opportunities, accessibility, infrastructure, public acceptance, services, costs, and pricing also play a vital role in shaping tourist satisfaction (Shahrivar, 2012)

Based on the theory above, researchers focus on three critical factors. The first factor is facilities. This factor is crucial as it significantly influences visitor satisfaction. This is because facilities can create a favorable impression, value, and positive experience for tourists, ensuring comfort and facilitating various operational activities, thereby enhancing visitor satisfaction. This presentation is consistent with various opinions that explain how good and standardized facilities contribute to visitor happiness and comfort, thereby ensuring visitor satisfaction (Handayani et al., 2019; Supriadi Siagian & Mita, 2022). Furthermore, excellent tourism facilities also streamline operations and enhance tourist attractions, accommodating all visitor needs and thereby ensuring satisfaction (Lestari et al., 2023; Natalia et al., 2020). Lastly, adequate facilities can also create positive impressions and values, ultimately enhancing enjoyment and satisfaction for tourists (Alana & Putro, 2020).

In addition to facilities, another equally important factor is destination attractiveness. Destination attractiveness itself is the depiction or perception of tourists regarding a destination, encompassing natural attractions, cultural attractions, and infrastructure (Ariya et al., 2017; Nasir et al., 2020, 2021). This factor is considered crucial as it can create enjoyable experiences and feelings, as well as stimulate tourist engagement with a destination. This is illustrated by Li et al., (2017), who explain that attractiveness provides an engaging experience that delights visitors and influences individual satisfaction. Similarly, F. S. Li et al., (2023) also discuss the same idea, highlighting how attractiveness can affect someone's feelings (pleasure) through various activities, thus ensuring visitor satisfaction when visiting tourist areas. This notion is further supported by St-James et al., (2018), who explain that attractiveness motivates individuals to deeply immerse themselves, thereby influencing personal satisfaction.

Lastly, accessibility, this factor represents the access to a region and access to various needs (Adomaitienė & Seyidov, 2017; Ghose & Johann, 2018; Rajesh, 2013). This factor contributes significantly to supporting tourism planning, providing exceptional experiences, and enhancing tourism attractiveness so that tourists can feel satisfied. In detail, this factor supports tourism planning so that tourist destinations can be optimally achieved and provide satisfaction to tourists (Carlos Castro et al., 2017). Moreover, the accessibility traversed by tourists will provide various unique experiences, such as natural beauty, often photographed and posted, thus leaving a profound impression on tourists (Dumitrascu et al., 2023). Furthermore, good accessibility will enhance tourism attractiveness, encourage tourists to revisit, and increase their satisfaction (Guiver & Stanford, 2014; Ramyar & Halim, 2020).

Based on the above exposition, this research is crucial as it focuses on consumer satisfaction, particularly in tourist areas with tremendous potential located in eastern Indonesia, yet underdeveloped from various aspects. Therefore, this study serves as a foundation for various efforts to enhance tourist satisfaction. Furthermore, this research is supported by various studies indicating that accessibility has a positive and significant influence on tourist satisfaction (Biswas et al., 2020; Chin et al., 2018; Sugiama et al., 2024). The same applies to the destination attractiveness variable, where numerous studies explain its role in enhancing tourist satisfaction (F. S. Li et al., 2023; L. Li et al., 2017). Moreover, facilities also demonstrate similar influence, not only as a positive and significant factor but also as a vital one (Jeaheng et al., 2020; Sugiama et al., 2024).

METHOD

This research is a quantitative study using an explanatory method. The focus of this study is on tourist satisfaction and the three independent variables that influence it. The detailed framework of this research is as follows:
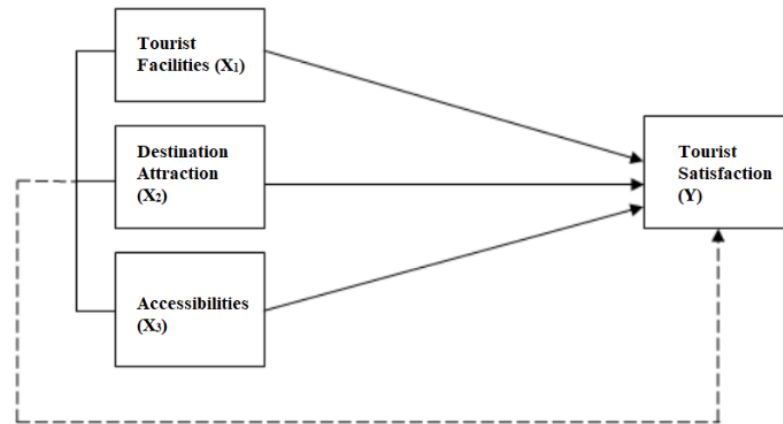

Figure 4. The Research Framework
Source: *Processed Research Variables*

In this study, the respondents were tourists aged 18 years and above who visited Lasiana Beach, totaling 108 individuals. The sample size was obtained using the accidental sampling method. The details of the variables to be tested are presented in the following table:

Table 1. Operational Definition

No	Variables and Definitions	Indicator	Total
1	Tourist Facilities (X_1) encompass all types of amenities designed to enhance the comfort, convenience, and safety of tourists while they engage in activities at a travel destination (Ricardianto et al., 2019; Riwu et al., 2023)	1. Main Facilities 2. Supporting Facilities 3. Complementary Facilities (Riwu et al., 2023)	15
2	Destination Attraction (X_2) is the various components contained in a destination that are felt by tourists and provide satisfaction and benefits (Kirilenko et al., 2019; T. Li et al., 2023; Pratminingsih et al., 2022)	1. Unique Natural or Cultural Resource, 2. Augmented Attributes Indicate Functional Characteristics (Kong et al., 2022)	14
3	Accessibility is a factor that facilitates tourists in accessing goods, services, activities, and destinations through available, affordable, and convenient transportation facilities, information, and geographic distribution. (Carlos Castro et al., 2017; Ghose & Johann, 2018)	1. Form of Service Availability on Tourist Sites, 2. Transportation Networks, 3. Economic Aspects, 4. Social Aspects 5. Psychological Aspects (Apollo, 2017)	15
4	Tourist satisfaction is the psychological preference state (feelings of pleasure or disappointment) that arises after comparing the performance of a product or service with their expectations. (Biswas et al., 2020; F. S. Li et al., 2023)	1. Expectation 2. Perceived Performance (Kotler et al., 2021; Tias et al., 2022)	14

In addition to the exposition above, each statement in this research has been deemed appropriate as it has met the instrument test criteria. Furthermore, the research data are considered sound as they have met the assumptions of classical assumptions.

RESULT AND DISCUSSION

Based on the data analysis results (using SPSS 23), it was found that facilities, accessibility, and tourist attraction have an influence on tourist satisfaction. The details of their influence are explained in the table below:

Table 2. Multiple Regression Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	54.640	10.046		5.439	.000
	X_1	-.282	.133	-.197	-2.124	.036
	X_2	.320	.148	.200	2.162	.033
	X_3	-.350	.071	-.428	-4.953	.000
a. Dependent Variable: Y						
Source: The Result of Output Analysis SPSS						

In the table above, it is known that variable X_1 (Tourist Facilities) and X_3 (Attraction) have negative influences (-0.282 and -0.350) with significance levels (0.36 and 0.00), whereas X_2 (Tourist Accessibility) shows a positive influence (0.320) with a significance level of 0.033. Based on these results, the researcher can draw the following conclusions:

$$Y = 54.640 - 0.282X_1 + 0.320X_2 - 0.350X_3$$

In addition to these findings, the researcher also examined the t-test results, where the table indicates that X_1 and X_3 have negative and significant influences, while X_2 has a negative and significant influence. Apart from the t-test, the researcher also conducted an analysis of the F-test, with the following results:

Table 3. F test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2643.629	3	881.210	10.207	.000[b]
	Residual	8978.371	104	86.330		
	Total	11622.000	107			
a. Dependent Variable: Y						
b. Predictors: (Constant), X3, X1, X2						
Source: The Result of Output Analysis SPSS						

In the table above, it can be seen that the F-test value is 10.207 with a significance level of 0.00. This result is also supported by the coefficient of determination, which shows a value of 0.227 or 22.7%. Further detailed results can be seen in the table below.

Table 4. Determinant Coefficient Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477[a]	.227	.205	9.291
a. Predictors: (Constant), X3, X1, X2				
Source: The Result of Output Analysis SPSS				

Based on the above data analysis, it can be concluded that facilities have a negative impact (-0.282) with a significance level of 0.036 on tourist satisfaction. This is supported by multiple regression results and t-tests as

presented in the table. These findings explain that the available facilities at Lasiana Beach have not yet been able to satisfy visitors. This aligns with initial observations revealing numerous damaged facilities and unusable amenities, such as deteriorated beachside roads, neglected gazebos and huts, and other insufficient supporting facilities. This presentation is consistent with Fanggidae & Bere, (2020), who argue that poorly maintained physical conditions like litter and inadequate trash facilities need improvement. This is crucial as these conditions prevent tourists from fully enjoying the beach and reduce visitor comfort, potentially resulting in negative reviews of Lasiana Beach. This perspective is supported by Mulyana & Fanggi, (2022), who emphasize that poorly maintained facilities lead to tourist complaints due to insufficient quantity, quality, and upkeep of amenities at Lasiana Beach. Similarly, Zafu & Alemu, (2016) assert that poor road access, dirty environments, and inadequate facilities and services can dissatisfy tourists at a destination, a sentiment echoed by Blazeska et al.,(2018), who highlight that poorly maintained facilities across access, accommodations, transportation, and other aspects can lower tourist satisfaction. These results are consistent with Ferawati, (2023) study, which finds a non-significant negative impact of facilities on tourist satisfaction, suggesting that current facilities fail to sufficiently contribute to visitor satisfaction. In contrast, Nurmala et al., (2022) argue that tourism facilities positively (0.237) and significantly (0.032) impact visitor satisfaction at Blang Kota Lhokseumawe, indicating that effective management and oversight of facilities enhance visitor satisfaction. This viewpoint is further supported by Maryati & Husda, (2020), who find a positive (0.747) and significant (0.000) impact of tourism facilities on customer satisfaction, attributing this to careful attention to facility conditions to satisfy customers.

Apart from facilities, destination attractiveness is another critical factor influencing tourist satisfaction, providing positive experiences and impressions that lead to visitor satisfaction. However, findings in this study differ, showing that attractiveness at Lasiana Beach has a negative impact (-0.350) with a significance level of 0.000. This is consistent with observations and questionnaire results indicating poorly maintained beach conditions (cleanliness along the shore and water quality), lack of attractions and local cultural uniqueness for entertainment, and insufficient supporting tourism factors, which diminish tourists' ability to enjoy the beach. These aspects reduce tourists' interest in visiting Lasiana Beach. Elmard & Wardi, (2021) suggest that low tourist attraction prevents visitors from fully enjoying the beauty and facilities provided, leading to disappointment and dissatisfaction. Several studies also highlight that attractiveness may negatively impact tourist satisfaction non-significantly (Ismail & Rohman, 2019; Sari & Rosyidi, 2023).

In addition to the two variables, researchers place particular emphasis on accessibility, which is a crucial factor in tourism area development. In this study, this variable has a positive impact (0.320) with a significant level of 0.033 on tourist satisfaction. This influence is reflected in the accessibility conditions at Lasiana Beach, where the roads leading to the tourist location are still considered good. Additionally, various transportation options to Lasiana Beach allow tourists to travel comfortably, there by enhancing their satisfaction levels. Nevertheless, improvements are needed in directional signs, road width, and congestion management. This perspective aligns with experts' views on accessibility, such as Ramadhani et al., (2021), who argue that accessibility significantly affects tourist comfort and satisfaction. Transportation plays a crucial role in providing a comfortable travel experience that delights visitors (Abdulhaji & Yusuf, 2016). Ma'rifah, (2023) also emphasizes that tourism accessibility, including public transportation, access conditions to tourist locations, signage, lighting, and other factors, significantly influence tourist comfort and satisfaction. Similar findings are echoed by studies like Al Aisar et al., (2022), showing a positive (0.201) and significant (0.011) impact of accessibility on tourist satisfaction at Wisata Setigi Gresik due to good and easy accessibility. Likewise, Yohana Natalia et al.,(2020) find that accessibility partially influences tourist satisfaction positively (2.266 > 1.656) and significantly (0.025), though they stress the need for road access improvements and maintenance to enhance tourist satisfaction.

Lastly, this study also found that collectively, the three variables significantly influence tourist satisfaction. The magnitude of this influence is evident in the F-test and the coefficient of determination. This finding indicates that the accessibility available makes tourists feel at ease visiting a destination, even if its facilities and attractions are not well-managed. Armutcu et al., (2023) explain that people are more likely to be drawn to destinations that

are easily accessible, often overlooking other factors or alternative destinations. Similarly, Dumitrascu et al., (2023) emphasize that good accessibility combined with various attractions is a crucial factor in enhancing a tourist's sense of satisfaction or enjoyment.

CONCLUSION

Based on the discussion in this study, it can be concluded that tourist satisfaction at Lasiana Beach is influenced by various interconnected factors, such as facilities, destination attractiveness, and accessibility. These three factors show different results, with facilities having a negative and significant impact on tourist satisfaction. This is due to inadequate and poorly maintained facilities, such as damaged roads, neglected gazebos, and limited public amenities, which are key factors contributing to visitor dissatisfaction. These findings align with several studies showing that poor facility conditions can decrease tourist comfort and affect their decision to return or recommend the destination.

In addition to facilities, destination attractiveness also has a negative and significant impact on tourist satisfaction. The poorly maintained condition of Lasiana Beach, such as poor beach cleanliness and water quality, along with the lack of attractions and local cultural uniqueness, negatively affects visitor satisfaction. While destination attractiveness generally enhances the tourist experience, this study shows that the attractiveness at Lasiana Beach has a negative influence, reducing tourists' interest in returning.

On the other hand, accessibility has a positive and significant impact on tourist satisfaction. Good roads, easy access to the tourist location, and various transportation options available contribute to visitor comfort. However, this study also notes that several aspects of accessibility still need improvement, such as adding directional signs, improving road width, and managing congestion, all of which could further enhance tourist satisfaction. Overall, this study suggests that better management of facilities, increased destination attractiveness, and improved accessibility can significantly enhance tourist satisfaction at Lasiana Beach

RECOMMENDATION

Based on the findings of this study, it is crucial for relevant stakeholders, including local governments, tourism destination managers, and other related parties at Lasiana Beach, to focus on several key aspects in order to improve overall tourist satisfaction and enhance the attractiveness of the destination. Firstly, regarding facilities, it is essential to prioritize the repair and ongoing maintenance of existing infrastructure at Lasiana Beach. The study reveals that current facilities, such as deteriorating roads, neglected gazebos, and inadequate public amenities, are key contributors to the dissatisfaction of visitors. Repairing damaged roads, refurbishing and maintaining gazebos, and improving other supporting amenities will not only elevate the tourist experience but also contribute to a positive image of the beach. Furthermore, improving cleanliness and waste management systems should also be addressed, as poor hygiene conditions have been identified as significant factors influencing tourist dissatisfaction. By investing in these areas, Lasiana Beach will be able to provide a more comfortable and enjoyable experience for visitors, which is likely to boost their overall satisfaction.

Secondly, destination attractiveness needs substantial development. The current lack of unique cultural attractions, poor beach maintenance, and the absence of entertainment or recreational activities have been identified as significant factors that reduce the overall appeal of the beach. The local government and tourism managers should invest in enhancing the destination's cultural offerings, such as promoting local art, traditions, and events that showcase the area's unique heritage. Developing more engaging attractions and activities—such as beach festivals, local art exhibitions, or eco-tourism projects—could significantly increase the destination's appeal and offer a more enriching experience for tourists. Ensuring that the beach remains clean and well-maintained, with efforts to improve water quality and environmental sustainability, will also help create a positive, lasting impression for visitors. Lastly, accessibility plays a pivotal role in enhancing the overall tourist experience. The study highlights that Lasiana Beach is well-connected by roads, but improvements in accessibility are still needed. Efforts should be made to install clearer and more prominent signage to guide visitors to and within the destination. Road width and traffic congestion are other areas that need attention to facilitate smoother travel for tourists. In addition, improving public transportation services to Lasiana Beach, as well as creating more parking

facilities, will help ease tourists' mobility. These efforts will increase tourists' comfort, reduce frustration, and ultimately raise their satisfaction levels, making the destination more appealing for return visits and recommendations

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