Level of interest and performance of tourism facilities in the attraction of the peak tourism of Paragliding

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Abstract—This research started from observations, which were seen based on data from Paragliding tourist visits which decreased from January to September, this occurred due to the outbreak of the Covid - 19 pandemic that entered and resulted in the imposition of a lockdown system or PSBB in almost all regions in Indonesia including the city of Padang. Where the government prohibits residents from making tourist visits in order to prevent the transmission of the Covid-19 pandemic. Only in the last three months of 2021 has the level of tourist visits coming to the Puncak Paragliding tourist attraction experienced a significant increase, this is of course accompanied by implementing strict health protocols. Researchers also observe other problems, namely as a tourist attraction Puncak Paragliding is faced with the challenge of being able to attract tourists who want to visit. This is certainly important to do because as one of the businesses engaged in services. In addition, facilities are facilities and infrastructure that play an important role in efforts to increase tourist satisfaction. The results showed that there were 6 indicators in quadrant 1 (Concentrate Here, Top Priority) High Importance, Low Performance, there were 2 indicators in quadrant 2 (Keep Up the Good Work, Maintain Performance) High Importance, High Performance, there were 2 indicators that are in quadrant 3 (Low Priority) Low Importance, Low Performance and there are 3 indicators that are in quadrant 4 (Possibly Overkill, Excessive) Low Importance, High Performance.

Keywords: *Main Facilities, Supporting Facilities, Performance*

I. INTRODUCTION

Tourism is one of the modern human needs. The development of technology and information makes it easy for everyone to be able to find and enjoy various places to be visited. According to (Prayogo. 2018) Tourism is simply defined as the journey of a person or group of people from one place to another to make plans within a certain period of time. for recreational and entertainment purposes so that their desires are fulfilled. Tourist attraction is one of the most important factors in generating tourist satisfaction. According to (Warpani. 2017: 188), tourist attraction is anything that triggers a person or group of people to visit a place because it has a certain meaning.

West Sumatra Province which is located on the Bukit Barisan line. affects the relief of this area which tends to be hilly and has beautiful tropical forests. several mountains and natural lakes that add to the natural beauty of this province. So that the province of West Sumatra has a fairly complete choice for tourists who want to enjoy a variety of natural beauty and historical relics. The city of Padang as the capital city of West Sumatra Province is one of the reasons for tourists to be able to see the natural beauty considering that the city of Padang is located on the west coast of the island of Sumatra. so that the most dominant tourist destination in the city of Padang is the beach.

Peak Paragliding is a tourist attraction that is currently in demand by tourists. Puncak Paragliding is located in South Padang District. Padang city. This Paragliding Peak has long been known to exist since 2015 by the Padang City Tourism and Culture Office. To get to the top of this paragliding. can go through two routes. The first route can be through the old road to Air Manis Beach. WaterVillage. The second route is through a new road to Gunung Padang.

The tourist attraction of Puncak Paragliding has the potential to become a leading natural tourism in the city of Padang. This is because Puncak Paragliding tourism has different things from other

natural attractions. not only enjoy the sea view but also can try the paragliding sport. This Paragliding Peak tourist attraction must be developed so that many people know and are interested in visiting. According to (Huda. 2015) said that tourist facilities are divided into three, namely: the main facilities in the form of facilities that are needed or deemed very necessary. Supporting facilities are facilities that are basically complementary to the main facilities so that tourists will feel more comfortable when they are in a tourist attraction. and supporting facilities are basically facilities that are the main complement so that tourists feel fulfilled whatever their needs are while visiting tourist attractions.

Supporting facilities and supporting facilities at the Peak Paragliding tourist attraction that must be renewed/developed. First seen from the main facilities. where there are several problems related to tourist facilities, namely the road facilities to Puncak Paragliding tourist attractions are still not managed properly. the road to this location is still a rocky dirt road. With roads that are still rocky soil can make visitors feel uncomfortable to go to this Paragliding Peak. Judging from the supporting facilities, Puncak Paragliding does not provide trash cans for visitors and inadequate seating facilities.

With natural tourist attractions that do not meet the completeness of the main facilities. These supporting facilities and supporting facilities can be the cause of the low interest of tourists to come. With this research, it is hoped that the Padang City Tourism Office and the manager of the Puncak Paragliding tourist attraction can measure the level of importance and performance of tourist facilities in the Peak Paragliding tourist attraction in terms of the main facilities. supporting facilities and supporting facilities using the Importance Performance Analysis (IPA) method.

Of course this will make tourists who come to be satisfied and make repeat visits. It is hoped that this will have a good impact in the future for the tourist attraction of Puncak Paragliding. Based on the description of the problems described above. the researchers are interested in raising the title of the research on "The Level of Interest and Performance of Tourist Facilities in the Peak Paragliding Tourist Attraction".

II.   METHODS

The type of research used is descriptive with quantitative data. The research population was all visitors to Puncak Paragliding tourism, totaling 3,647 visitors. The technique of determining the research sample used non-probability sampling with a sample of 173 people. The data collection technique in this study was by distributing questionnaires or questionnaires composed of research questions. This study used a Likert scale. on the variable of tourist facilities that have been tested for validity and reliability. Hypothesis testing using SPSS version 25.0 program.

III.   RESULTS

A. Validity test

In this study the level of importance and facility performance Main To measure these variables, 4 statement items are used. Based on the validity testing process that has been carried out, a summary of the results is obtained as shown in table 1.

Table 1. Test the validity of the level of interest and performance of the main facilities

Statement	Corrected item-total correlation	Description
KP Main Facilities 1	0.616	Valid
Main Facility of KP 2	0.844	Valid
Main Facility of KP 3	0.860	Valid
Main Facility of KP 4	0.856	Valid
KJ Main Facility 1	0814	Valid
KJ Main Facility 2	0.767	Valid
KJ Main Facility 3	0.776	Valid
Main Facility of KJ 4	0.773	Valid

The level of importance of the Main Facilities has a corrected item total correlation value ranging from 0.616 - 0.860. In other words, the 4 statement items that measure the Importance Level of Main Facilities have a corrected item total correlation value greater than 0.30. It can be concluded that the 4 statement items that measure the Interest Level of Main Facilities are declared valid. Furthermore, it can be seen from the 4 statement items used to measure the Performance Level of Main Facilities that have a corrected item total correlation value ranging from 0.773 - 0.814. In other words, the 4 statement items that measure the Main Facility Performance Level have a corrected item total

correlation value greater than 0.30. It can be concluded that the 4 statement items that measure the Main Facility Performance Level are declared valid.

Table 2. Test the Validity Level of Interest and Performance of Supporting Facilities

Statement	Corrected item-total correlation	Description
KP Support Facilities 1	0.944	Valid
KP 2 Supporting Facilities	0892	Valid
KP 3 Supporting Facilities	0896	Valid
KP 4 Supporting Facilities	0896	Valid
KP 5 Supporting Facilities	0.918	Valid
KP 6 Supporting Facilities	0.730	Valid
KP 7 Supporting Facilities	0.907	Valid
KJ Support Facilities 1	0.766	Valid
KJ Support Facilities 2	0.817	Valid
KJ Support Facilities 3	0.845	Valid
KJ Support Facilities 4	0.824	Valid
KJ Support Facilities 5	0.841	Valid
KJ Support Facilities 6	0.810	Valid
KJ Support Facilities 7	0.854	Valid

The Importance Level of Supporting Facilities has a corrected item total correlation value ranging from 0.730 - 0.918. In other words, the 7 item statements that measure the Importance Level of Supporting Facilities have a corrected item total correlation value greater than 0.30. It can be concluded that the 7 statement items that measure the Interest Level of Supporting Facilities are declared valid. Furthermore, it can be seen from the 7 statement items used to measure the Performance Level of Supporting Facilities that have corrected

item total correlation values ranging from 0.766 - 0.854. In other words, the 7 item statements that measure the Performance Level of Supporting Facilities have a corrected item total correlation value greater than 0.30. It can be concluded that the 7 statement items that measure the Performance Level of Supporting Facilities are declared valid.

Table 3. Test the validity of the level of interest and performance of supporting facilities

Statement	Corrected item-total correlation	Description
KP Supporting Facilities 1	0.804	Valid
KP 2 Supporting Facilities	0.804	Valid
KJ Supporting Facilities 1	0.727	Valid
KJ Supporting Facilities 2	0.727	Valid

The level of importance of supporting facilities has a corrected item total correlation value of 0.804. In other words, the 2 item statements that measure the Interest Level of Supporting Facilities have a corrected item total correlation value greater than 0.30. It can be concluded that 2 statement items that measure the Interest Level of Supporting Facilities are declared valid. Furthermore, it can be seen from the 2 statement items used to measure the Performance Level of Supporting Facilities that have a corrected item total correlation value of 0.727. In other words, the 2 item statements that measure the Performance Level of Supporting Facilities have a corrected item total correlation value greater than 0.30. It can be concluded that 2 statement items that measure the Performance Level of Supporting Facilities are declared valid.

B. Reliability test

Reliability test is conducted to determine the reliability of variables. To determine the reliability of the variable, Cronbach's Alpha value is used. A variable is said to be reliable if it has a Cronbach's Alpha value greater than or equal to 0.70 (Sugiyono, 2013). Reliability test results for all research variables, namely the level of importance and performance of the main facilities. Supporting Facilities and Supporting Facilities can be seen in figure 1.
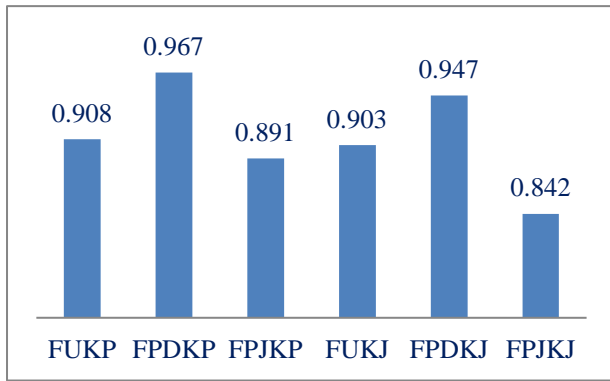
Figure 1. Test of reliability level of interest and performance of main facilities, supporting facilities and supporting facilities

Based on the results of the reliability test above, it can be seen that the Cronbach's Alpha value for all variables of Facility Interest Level ranges from 0.891 - 0.967 and Facility Performance Level ranges from 0.842 - 0.947. Thus, it can be stated that all research variables have a Cronbach's Alpha value greater than 0.70 so that it can be concluded that all research variables, namely the Level of Importance and Performance of Main Facilities, Supporting Facilities and Supporting Facilities, are reliable or are included in the very high category.

C. Importance Performance Analysis (IPA) conformity level

To carry out an analysis at the level of suitability, it is done by dividing the assessment of the level of performance by the results of the assessment of the level of importance, which is then expressed as a percentage (%). If the results of the conformity level assessment are more than 100%, it can be interpreted that the facilities provided have exceeded what is considered important by tourists or in the sense that the services provided are very satisfying. If it is close to 100%, it indicates that the services provided have not fulfilled what is considered important by tourists.

Table 5. Level of conformity per respondent item tourism facilities

Variable	T.KJ (X)	T.KP (Y)	TKI (%)
Main Facilities 1	698	620	112.58
Main Facility 2	695	546	127.29
Main Facilities 3	709	571	124.17
Main Facilities 4	712	564	126.24

Variable	T.KJ (X)	T.KP (Y)	TKI (%)
Supporting Facilities 1	716	566	126.50
Supporting Facilities 2	713	562	126.87
Supporting Facilities 3	697	568	122.71
Supporting Facilities 4	699	554	126.17
Supporting Facilities 5	687	566	121.38
Supporting Facilities 6	700	568	123.24
Supporting Facilities 7	693	567	122.22
Supporting Facilities 1	709	521	136.08
Supporting Facilities 2	698	579	120.55
Amount	**9126**	**7352**	**1616.01**
Average	**702.00**	**565.54**	**124.31**
Total overall conformity level		**124.31**	

After doing the calculations, the average conformity level obtained is 124.31%. The average value of the suitability level will be compared with the value of the suitability level of each indicator. If the value of the conformity level of the indicator is lower than the average level of conformity then the indicator needs to be repaired or increased, whereas if the value of the conformity level of the indicator is greater than the average level of conformity then the indicator needs to be maintained.

D. Performance importance level

The Importance Performance Analysis (IPA) method is intended to see whether there is a gap (GAP) between the provided tourist facilities (performance) of the Puncak Paragliding tourist attraction and what tourists expect (interests).

Table 6. Interest and Performance Level Calculation Results

Variable	(X)	(Y)	GAP
Main Facilities 1	4.03	3.58	0.45
Main Facility 2	4.02	3.16	0.86
Main Facilities 3	4.10	3.30	0.80
Main Facilities 4	4.12	3.26	0.86

Variable	(X)	(Y)	GAP
Supporting Facilities 1	4.14	3.27	0.87
Supporting Facilities 2	4.12	3.25	0.87
Supporting Facilities 3	4.03	3.28	0.75
Supporting Facilities 4	4.04	3.20	0.84
Supporting Facilities 5	3.97	3.27	0.70
Supporting Facilities 6	4.05	3.28	0.76
Supporting Facilities 7	4.01	3.28	0.73
Supporting Facilities 1	4.10	3.01	1.09
Supporting Facilities 2	4.03	3.35	0.69
Amount	**52.75**	**42.50**	**10.25**
Average	**3.27**	**4.06**	**0.79**
GAP			**0.79**

Based on the results of the assessment of the level of importance and performance of the Puncak Paragliding tourist attraction tourist facility, it can be stated that the assessment of the level of performance is above the level of importance. This indicates that the performance of Puncak Paragliding's tourist attraction, in this case, is that the tourism offer has fulfilled what is considered important or needed by tourists, which in this case is called tourism demand.

IV. DISCUSSION

This study has measured and analyzed the level of importance and performance of tourist facilities in the Puncak Paragliding tourist attraction which consists of 3 indicators. This study uses the Importance Performance Analysis (IPA) method. The interpretation of the level of importance and level of performance of tourist facilities for tourists from the Cartesian diagram can be explained in the following table 7.

Table 7. Indicator Improvement Priorities

KTG	KD	Indicator	Information
Quadrant 1 Concentrate Here Main priority	F.U 1	Puncak Paragliding tourist attraction	The indicators in this quadrant are considered important by tourists, but
	F. PD 3	Separation of parking areas	
	F. PD 5	Easily accessible using public transportation and private vehicles	based on vehicle type in reality, they are not in accordance with tourist demand, so it is necessary to increase or improve the performance of these indicators.
	F. PD 6	Availability of places to sell food and drinks at Puncak Paragliding	
	F. PD 7	Food and drinks are sold according to the tastes of tourists	
	F. PJ2	Availability of a number of trash bins at Puncak Paragliding	
Quadrant 2 Keep Up The Good Work Maintain Performance	F.U 3	Toilet cleanliness at Puncak Paragliding	The indicators in this quadrant are considered important by tourists and are available in good enough condition, so it is necessary to maintain them so that they do not experience a decrease in quality.
	F. PD 1	The condition of the parking lot at Puncak Paragliding	
Quadrant 3 Low priority Low Priority	F.U 2	The Puncak Paragliding toilet is suitable for use	Indicators that are in this quadrant still have a low level of performance and are considered less important by tourists so that the
	F. PD 4	Have directions to the peak of Paralyng tourism	

KTG	KD	Indicator	Information
			priority for improvement can be diverted to dealing with improvements in other quadrants first.
Quadrant 4 Possibly Overkill Excessive	F.U 4	Availability of clean water at Puncak Paragliding	The indicators in this quadrant have been implemented quite well and the service is satisfactory, but the level of importance is considered not too important by tourists so that control measures are needed so as not to overdo it.
	F. PD 2	Parking lot layout	
	F. PJ1	Availability of seats at Puncak Paragliding	

In the table above, it is explained that this is in line with the theory expressed by Marpaung (2019). Tourist facilities are facilities that aim to serve and facilitate the activities or activities of visitors or tourists that they do to get a recreational experience. Facilities are needed as an effort to serve and facilitate the activities or activities of tourists in the places they visit. The existence of these facilities is expected to make visitors feel safer and more comfortable and can give a better impression on a tourist attraction (Triandini & Yusrini, 2018).

V. CONCLUSION

Based on the results of the analysis that has been carried out, it can be concluded that the assessment of the level of performance is above the level of importance, this indicates that what is expected by tourists (tourism demand) is in accordance with the performance provided or provided (tourism offers). The link between the level of interest and performance on tourist attraction can be seen from the results of calculating the level of conformity in each assessment indicator. This suitability level assessment shows how much the performance of a tourist attraction can meet the level of interest assessed by tourists.

The suitability of the level of importance and performance in the Puncak Paragliding tourist attraction obtained a suitability level of 124.31 %, the value of this level of conformity is in the criteria for the quality of services / services provided have met what is considered important by service users. In addition, a gap of 0.79 was found, which means that there is not a significant difference between the offered tourism offer (performance level) and the expected tourist demand (importance level). Meanwhile, based on the results of the quadrant analysis in determining priorities for improving the performance of the Puncak Paragliding tourist attraction, it can be seen that the indicators in this study are divided into four quadrants which map the level of importance and level of performance based on the results of tourist assessments and determine priority improvements that need to be made based on the quadrant position the.

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