INFLUENCE OF PERSONAL CHARACTER ON VISITOR SATISFACTION THROUGH TRAFFIC ENGINEERING IN THE CITY OF STONE TOUR

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Abstract*: Batu City which is located in East Java is a place visited by many tourists who come from within the country or abroad. With many people visiting Batu City, it directly causes traffic jams where traffic engineering is needed to break down congestion. Therefore, researchers want to examine whether personal character affects visitor satisfaction through traffic engineering. The population in this study were all people who had visited the city of Batu, amounting to 105 respondents. The analysis technique used by the researcher is descriptive analysis, regression analysis, normality test, heteroscedasticity test, multicollinearity test, autocorrelation test, f test, r test, t test, and regression equation model.*

Keywords*: Personal character, traffic engineering, visitor satisfaction.*

I.   Introduction

In the world of tourism, especially in Indonesia, it has characteristics that are not found in other countries, both in terms of culture, the natural environment and much more. In Indonesia, there are many tourist destinations, both from the islands of Kalimantan, Sumatra, Papua, and Java. On the island of Java, especially in East Java, there are many tourist cities visited by tourists, including the tourist city of Batu in Malang district. Batu City has many diverse tourist destinations and is supported by very beautiful and cool nature, both natural tourist destinations and well-known artificial tourist destinations including the Jatim Park group which includes Jatim Park 1,2,3 and 4, Museum Angkut, pick apples at Kusuma Agro Wisata, Selecta and many more.

Visitors who travel to the city of Batu consist of various kinds of individual characters that vary because they come from various regions of different ethnicities, for example, visitors who come from areas that rarely encounter traffic jams, visitors will feel bored and cause stress, emotion and anxiety. to cancel the tour to the city of Batu. With the difference in the character of visitors that the relevant agencies must pay attention to is a means that facilitates the flow of travel to the city of Batu to enjoy tourist destinations in the city of Batu.

Batu City on long holidays and weekends will be full of tourists, who predominantly come from outside the city who use private vehicles or rent them. The number of people who travel to Batu City will cause very severe traffic jams, especially road access to the selected tourist destinations, it can be seen from the Karanglo road to Batu City and the road from Dinoyo to Batu City which is on holiday. will experience a very severe density. Generally, the journey from Malang city to Batu city only takes about 45 minutes to 1 hour, while on holidays it can take more than 1 hour so that it directly affects the emotions of visitors which results in reduced satisfaction from visitors.

According to Taufik (2020) the number of vehicles entering Batu City is 60 vehicles per minute, so it can be calculated that vehicles entering per hour are 3600 vehicles per hour. Malang city or Batu city to help unravel congestion, including widening of roads, both main roads and shortcuts and installing traffic signs that direct to the destination, then diverting traffic flow in one direction or vice versa. So that it will help tourists so that they can immediately arrive at the desired tourist destination

A number of ideas were carried out by the Batu city government to unravel congestion such as the discourse on making a cable car terminal where the terminal was built at stopping points starting from the city of Malang and Batu city, then improving mass transportation facilities which currently can be said to be very inappropriate, adding transportation facilities can a shuttle bus route is applied where pick-up and drop-off points are made through all tourist destinations and departure schedule arrangements are made openly and online.

By looking at the comparison between the large number of tourists entering the city of Batu and the distance between one tourist destination to another tourist destination which is quite close, the city of Batu will experience extraordinary traffic jams that require traffic engineering.

This research is expected that there is traffic regulation that can help break down traffic jams so that the time needed to visit tourist destinations will be faster to the destination and make people feel comfortable and satisfied.

II.   Literature Review

1. Traveler

According to Yoeti (2007) tourists are people who carry out tourism activities. Meanwhile, according to (Spillane, 2003) Tourists are people who travel from their place of residence to visit other places by enjoying the journey of their visit.

2. Personal Character

According to Scerenko (2016: 42) defines character as the attributes or traits that make up and distinguish personal traits, ethical traits, and mental complexity of a person, group or nation. Personality is a way of interacting and reacting from one individual to another. (Wikipedia, 2021). such as grumpy, patient, shy character. According to James, ethics can be interpreted as a human behavior by paying attention to and making decisions related to morals

3. Traffic Engineering

According to Homburger (1981), traffic engineering is something that deals with the planning, geometric design and operation of road traffic and its network, terminals, land use and its relationship to other modes of transportation.

4. Visitor Satisfaction

According to Kotler (2007:177) Visitor satisfaction is a feeling of pleasure or disappointment of someone that arises after comparing the performance (results) of the product that is thought to the expected performance.

5. Tourist

According to Kodhyat (1998) tourism is a journey that comes from one area to another, either alone or in groups.

III.   Research Method

1. Variable Operational Definition

a) Personal character
Personal character is a personal character is an individual's perception of his personal ability to carry out their duties or achieve something. Personal character is chosen because a person has different characteristics with indicators of interest, attitude, mood/emotions

b) Traffic Engineering Value
Value is the sense that a person feels from what is felt at a certain period while Traffic engineering is an engineering approach to flow the traffic of people and goods safely. The value of traffic engineering is the feeling that a person feels as a result of the impact of traffic engineering with indicators: installation of signs, road markings, parking facilities, traffic control
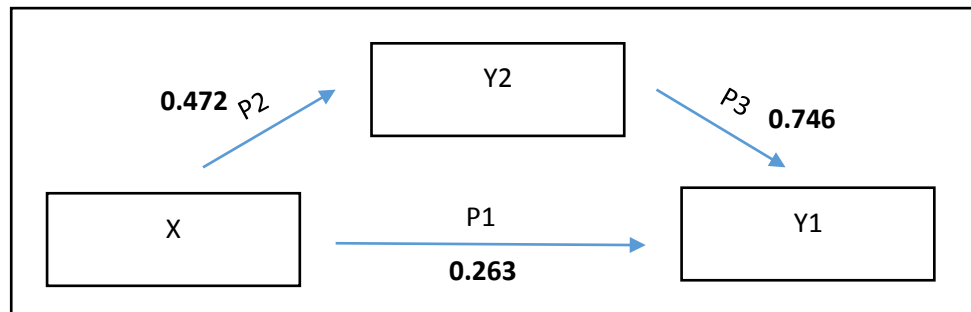
c) Visitor satisfaction
Understanding visitor satisfaction is a feeling that is generated directly regarding a service or product produced. Visitor satisfaction is a very important thing and is the key needed by tourism business actors. There are several indicators as follows: recommending the path to take, having the desire to return to the destination, no complaints

2. Data Analysis Techniques

The analysis technique in this study is as follows: Descriptive analysis and regression techniques. In the descriptive analysis used is tabulation of data which is then carried out on the distribution of variables based on the answers to the questionnaires that have been distributed.

IV.   RESULTS AND DISCUSSION

From the results distributed from 105 respondents, the results of the analysis are as follows:

a. Hypothesis testing

1. Personal character (x) has an effect on traffic engineering (Y1)
    From the test results using the SPSS program that uses t-test analysis Y1 to X where Y1 is the significance value of the equation whose value is 0.0001 less than 0.05. This is also in line with the conclusion that the t-count value is greater than t-table (3.692 > 1.65950), so it can be concluded that personal character has an influence on traffic engineering.

2. Personal character (X) has an effect on visitor satisfaction (Y2)
    From the test results using the SPSS program that uses t-test analysis Y2 against X where Y2 has a significance value of 0.0001 less than 0.05. This is also in line with the conclusion that the t-count value is greater than the t-table (4.454 > 1.65950). it can be concluded that personal character has an influence on visitor satisfaction

3. Personal character (X1) has an effect on visitor satisfaction (Y2) through traffic engineering (Y1)
    From the test results using SPSS which uses path analysis, it can be obtained that there arethe direct effect between X and Y1 is 0.263. After adding the intervention variable Y2, the magnitude of the indirect effect between X and Y1 is = 0.353. This shows that the intervention of Y2 increases the effect of variable X on variable Y2 (0.353 > 0.263), so it can be concluded that personal character has an influence on visitor satisfaction through traffic engineering.

b. Discussion

1. Personal character affects traffic engineering.

    In this study, obtained an analysis that personal character affects traffic engineering. This indicates that each character of visitors who visit the city of Batu has an influence on traffic engineering, where they have the awareness to obey the traffic engineering made by the transportation service of the city of Batu for the sake of smooth traffic, be it following the road directions that have been regulated. , obey traffic signs, and park in the space provided.

2. Personal Character affects visitor satisfaction
    In this study, the analysis obtained that personal character affects visitor satisfaction. This indicates that the personal characters who visit the city of Batu have a very great interest in visiting and exploring the city of Batu, and are supported by an interest in returning and adding vacation time to the tourist city of Batu.

3. Personal character affects visitor satisfaction through traffic engineering.
    In this study, an analysis was obtained that personal character affects visitor satisfaction through traffic engineering, this can be seen from the number of visitors in Batu City who feel helped by traffic engineering such as shortcuts, diversion of traffic and open and closed access so that they have faster time to get to their destination so they will have more time to explore other tourist attractions in Batu City

V.   Conclusions and Suggestions

1.   Conclusion

a.   Personal Character has no influence with interests, attitudes, and moods, this is because tourists who visit do not see the personal characters displayed in the tourist city of Batu as a big enough influence to change interests, attitudes and moods when they visit the city of Batu .

b.   Traffic Engineering has an influence on Signs, Road Markings and Traffic Flow Control, this is because tourists have the assumption that Signs, Road Markings, and Traffic Flow Control have a very significant influence on reducing congestion in Batu City.

c.   Customer Satisfaction has an influence on Shortcut Recommendations, Desire to Return, and No Criticism, Time to Visit Batu city, this is because the satisfaction felt by every tourist who visits is closely related to the ease when they visit Batu City. This is like having a shortcut, it will make it easier for them to avoid the existing traffic jams and can make the tourists enjoy their vacation trip.

2.   **SUGGESTION**

a.   With the increasing and more advanced tourist city of Batu, the city government and provincial government must have a plan to control congestion that occurs in Batu city such as toll roads that connect access directly from outside the city of Malang, because if you only control traffic engineering, it will gradually not have The effect is due to the increasing number of vehicles from year to year.

b.   In addition to toll road planning, the government is also planning mass transportation such as tourism buses that are connected between tourist destinations in Batu City, temporary stops/terminals can be built in strategic places so that people who have vehicles will choose a more profitable mode of transportation and comfortable.

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