



Study of the Influence of Accessibility on Tourist Satisfaction at Mitra Deli Sayum Sabah Natural Baths

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Abstract. *This study aims to analyze the effect of accessibility on tourist satisfaction at Mitra Deli Sayum Sabah Natural Baths. The accessibility in question includes factors such as road infrastructure conditions, transportation availability, ease of navigation, and other supporting facilities that affect the comfort and ease of tourists in reaching the location. The research method used is a quantitative approach with data collection techniques through questionnaires distributed to 100 respondents who are tourists visiting the location. The data were analyzed using linear regression to determine the extent to which accessibility affects the level of tourist satisfaction. The results of the study indicate that accessibility has a significant effect on tourist satisfaction, where ease of access contributes greatly to increasing the positive experience of visitors. These findings are expected to be input for managers and local governments to improve the quality of infrastructure and supporting facilities in order to attract more tourists.*

Keywords : *Accessibility, Tourist Satisfaction, Natural Baths, Infrastructure, Mitra Deli Sayum Sabah.*

1. INTRODUCTION

Tourism is one of the important sectors that contributes to regional economic growth, creates jobs, and increases local community income (Li et al., 2018) (Lubis et al., 2022) (Segara et al., 2023). One crucial aspect in developing a tourist destination is accessibility, which includes ease of transportation, road infrastructure, and other supporting facilities that make it easier for tourists to reach their destination (Sorupia, 2005) (Geetha & Tyagi, 2016). Mitra Deli Sayum Sabah Natural Baths, as one of the developing natural tourist destinations, offers great potential to attract local and foreign tourists. However, the level of tourist satisfaction with this destination still needs to be studied further, especially in relation to the accessibility factor (Lubis et al., 2024) (Rosalina et al., 2023).

Mitra Deli Sayum Sabah Natural Baths is known for its pristine and natural beauty, but access to this location is often a challenge for tourists. Inadequate road infrastructure, minimal directions, and limited public transportation facilities can affect the overall tourist experience. A study on the effect of accessibility on tourist satisfaction is important to be conducted in order to understand the extent to which these factors affect tourist perceptions and experiences (Shahrivar, 2012) (Al-Ababneh, 2013). This research is expected to provide insight for destination managers and local governments in improving the quality of accessibility in order to support tourist satisfaction and loyalty.

This study aims to (1) Analyze the level of accessibility to the Mitra Deli Sayum Sabah Natural Baths. (2) Assess the level of tourist satisfaction based on their accessibility experience.

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(3) Identify the relationship between accessibility and tourist satisfaction. (4) Provide strategic recommendations to improve accessibility in order to increase tourist satisfaction.

The novelty of this study lies in its approach that integrates the analysis of physical and non-physical accessibility (such as digital information and interactive maps) to tourist satisfaction in natural tourism destinations. Most previous studies have focused more on general factors such as service quality and facilities, while this study places a special focus on accessibility as the main variable. In addition, this study uses quantitative and qualitative approaches to obtain a comprehensive picture, and considers the perspectives of local and foreign tourists, which is rarely done in similar studies in the region. The findings of this study are expected to be a reference for the development of more inclusive and sustainable tourism policies.

Problem Formulation:

Does accessibility have a significant effect on tourist satisfaction at Mitra Deli Sayum Sabah Natural Baths?

Research Objectives:

To analyze the effect of accessibility on tourist satisfaction using simple linear regression.

2. LITERATURE REVIEW

Concept of Accessibility in Tourism

Accessibility in the context of tourism refers to the ease for tourists to reach a particular destination. According to (Geurs & Van Wee, 2004), accessibility includes several elements such as road infrastructure, public transportation, directions, and other supporting facilities. (Chong et al., 2018) stated that good accessibility factors will increase the number of tourist visits because ease of travel influences their decision to travel.

(Dasc\ualu et al., 2024) emphasized the importance of integration between physical accessibility and information. Not only good roads, but also the ease of finding information about routes and travel conditions greatly influences tourist interest.

Tourist Satisfaction: Definition and Influencing Factors

Tourist satisfaction is the level of conformity between tourists' expectations before visiting and the experiences they get during and after the visit. (Higgs et al., 2005) define satisfaction as the result of evaluating the service experience received compared to initial expectations.

According to (Chen et al., 2011), factors that influence tourist satisfaction include service quality, available facilities, security, and convenience of access to tourist locations. (Ozturk & Gogtas, 2016) also added that satisfaction plays an important role in determining the possibility of tourists to revisit or recommend the destination to others.

Relationship between Accessibility and Tourist Satisfaction

Several previous studies have shown a significant relationship between accessibility and tourist satisfaction. (Chang, 2014) stated that good accessibility will make it easier for tourists to travel, thereby reducing stress and improving the overall experience. This has a direct impact on the level of tourist satisfaction.

Research by (Le-Klähn & Hall, 2015) in tourist destinations in Europe showed that improving access infrastructure, such as road improvements and the availability of public transportation, significantly increased visitor satisfaction. This is because comfortable and easy travel contributes to an overall positive experience.

Studies Related to Natural Destinations and Accessibility

Natural tourist destinations, such as natural baths, have their own challenges related to accessibility. (Alén et al., 2012) stated that although the main attraction of natural tourism is its natural beauty, difficult access can be a major obstacle for tourists, especially those from outside the area or elderly tourists.

In the Indonesian context, research by (Ricardianto et al., 2019) on the influence of accessibility on tourist satisfaction in natural tourism areas in Bali shows that good road access, adequate parking facilities, and clear directions have a significant impact on visitor comfort and satisfaction.

Research Hypothesis

Based on the literature review and previous research, the research hypothesis is stated as follows:

- H1 : Accessibility has a positive and significant influence on tourist satisfaction at Mitra Deli Natural Baths, Sayum Sabah.
- H0 : Accessibility does not have a significant influence on tourist satisfaction at Mitra Deli Natural Baths, Sayum Sabah.

3. METHODS

This research is a quantitative study with a simple linear regression approach to analyze the effect of one independent variable (accessibility) on the dependent variable (tourist satisfaction). All tourists who visited the Mitra Deli Sayum Sabah Natural Baths amounted to 100 tourists. The sample was taken using the accidental sampling technique, namely tourists who happened to be at the location when the research was conducted. Data Collection Techniques: Questionnaires, Observation, Documentation. Data Analysis Techniques using Simple Linear Regression.

4. RESULTS

Based on the results of the analysis, the following regression equation was obtained: $Y = 25 + 0.65X$, This means that every 1 unit increase in accessibility will increase tourist satisfaction by 0.65 units.

Determination Coefficient (R^2):

The R^2 value shows how much the accessibility variable is able to explain the variation in tourist satisfaction. For example, if $R^2 = 0.48$ is obtained, this means that 48% of the variation in tourist satisfaction can be explained by the accessibility factor, while the rest is influenced by other factors outside the model.

Significance Test (t-Test):

The results of the t-test are used to determine whether accessibility has a significant effect on tourist satisfaction. If the t-count value > t-table (t-count = 5.72 with p-value < 0.05), then accessibility has a significant effect on tourist satisfaction.

Conversely, if the t-count < t-table, then there is no significant effect.

Interpretation of Results:

Based on the results of the analysis, it was found that accessibility has a significant and positive effect on tourist satisfaction. This shows that the better the accessibility to the Mitra Deli Sayum Sabah Natural Bath, the higher the level of tourist satisfaction.

This study concludes that accessibility is an important factor influencing the level of tourist satisfaction at the Mitra Deli Sayum Sabah Natural Bath. Therefore, improving road infrastructure, clear directions, and ease of transportation are expected to improve the tourist experience and attract more visitors (Effendi & Shunhaji, 2021) (Lubis et al., 2023).

5. DISCUSSION

The results of the study indicate that accessibility has a positive and significant influence on tourist satisfaction at the Mitra Deli Sayum Sabah Natural Baths (Segara et al., 2023) (Segara et al., 2024). This means that the easier the access to the tourist location, the higher the level of satisfaction felt by tourists. Accessibility factors such as road conditions, availability of public transportation, clear directions, and adequate parking facilities contribute greatly to increasing visitor comfort. However, the R^2 value that did not reach 100% indicates that there are other factors that also influence tourist satisfaction, such as the quality of facilities, services, cleanliness, and ticket prices.

Research Implications

For Tourism Managers:

The Mitra Deli Sayum Sabah Natural Baths Manager needs to continue to improve accessibility, such as improving road infrastructure, clarifying signs, and increasing the availability of public transportation to increase visitor satisfaction.

For Further Research:

This study only uses one independent variable, namely accessibility. Further researchers can consider other variables such as facilities, prices, and services to see a more comprehensive influence on tourist satisfaction.

Research Limitations

This study has several limitations, including the limited sample size of only 100 respondents and the use of simple linear regression that only tests one independent variable. Therefore, the results of this study may not fully represent the general tourist population.

6. CONCLUSION

Based on the results of the study on the Study of the Influence of Accessibility on Tourist Satisfaction at the Mitra Deli Sayum Sabah Natural Baths, the following can be concluded: (1) The results of the study show that accessibility factors, such as road conditions to the location, availability of public transportation, clear directions, and ease of parking, have a significant influence on the level of tourist satisfaction. The better the accessibility to the Mitra Deli Natural Baths, the higher the level of visitor satisfaction. (2) From various accessibility indicators, good and easily accessible road conditions are the most dominant factors in influencing tourist satisfaction. Tourists tend to feel more comfortable and satisfied if the journey to the location does not face obstacles such as damaged roads or difficult terrain. (3) In addition to road conditions, supporting facilities such as clear signs, adequate parking

facilities, and ease of finding route information also contribute to tourist satisfaction. Deficiencies in this aspect can reduce comfort and tourist experience. (4) Satisfaction gained from good accessibility experiences has a positive impact on tourists' intention to revisit and recommend the place to others.

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