

ANALYSING FACILITIES AND ACCESSIBILITY AND IMPACTS OF THE TOURIST'S SATISFACTION IN DOLLI BUNGAEJA, MAROS, INDONESIA

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Abstract

This study aims to analyze perceptions of facility adequacy and accessibility and their influence on visitor satisfaction levels at the Dolli Bungaeja tourist attraction in Maros Regency, South Sulawesi. The focus of the study includes evaluating facilities such as toilets, parking areas, prayer rooms, seating areas, and information boards, as well as accessibility, which includes road conditions, ease of directional signage, and the availability of public transportation and private vehicles. Data collection was conducted through questionnaires, in-depth interviews, and direct observation at the location. A mixed qualitative and quantitative approach was used to reveal visitor experiences and measure satisfaction objectively. The results of the study show that most visitors consider the existing facilities to be adequate with fairly good maintenance, especially in terms of cleanliness. However, there is a need to improve facilities by adding toilets and expanding the parking area to accommodate the increasing number of visitors. In terms of accessibility, the road conditions leading to the location still need to be improved to ensure a comfortable and safe journey. Some visitors also considered the directional signs and information boards at the location to be unclear, making it difficult for new visitors. Easy access to tourist sites has been shown to contribute positively to visitor satisfaction, which in turn increases the likelihood of visitors returning and recommending the destination to others. The study recommends improving road infrastructure, developing more comprehensive supporting facilities, and optimizing digital information and promotion. The involvement of the local community is very important in destination management to maintain cleanliness, preserve the environment, and improve services. In addition, the development of new tourist attractions such as ecotourism activities, enrichment of local culture, and improvement of supporting facilities such as gazebos and rest areas will add to the destination's appeal. Managers are also advised to improve training for staff so that they are able to provide excellent and responsive service to visitors' needs. Support from the local government and cooperation with relevant stakeholders are also key factors in implementing sustainable tourism development strategies. With these steps, Dolli Bungaeja is expected to not only become a competitive and comfortable destination but also be able to provide sustainable economic contributions and empower the community socially. This study provides a comprehensive overview of the factors that determine visitor satisfaction and relevant development strategies based on questionnaire data and interviews that have been thoroughly analyzed.

Keywords: tourist facilities, accessibility, visitor satisfaction, dolli bungaeja; Maros; destination management, sustainable tourism

1. INTRODUCTION

Tourist satisfaction is an essential element in the development of tourist attractions, as it serves as a key indicator of the success of tourism sector management. A high level of satisfaction encourages visitors to return and recommend the destination to others. Conversely, if visitors are disappointed, it can damage the image of the destination and reduce future visits. Satisfaction is also

closely related to the quality of services, facilities, and accessibility directly experienced by visitors. Moreover, measuring visitor satisfaction can serve as an evaluation tool for managers to address existing shortcomings. Therefore, visitor satisfaction not only affects personal experiences but also the sustainability of the tourism destination. Research conducted by Yoon and Uysal (2004:45) and Kozak and Rimmington (2000:261) demonstrates that “visitor satisfaction has a direct impact on loyalty and the sustainability of tourist attractions.”

Previous research by Nurhidayah (2024:6) in a journal entitled “*The Influence of Tourist Attractions on Visitor Satisfaction at the Tongke-Tongke Mangrove Forest in Sinjai Regency*” stated that attractions significantly influence visitor satisfaction; the better and more attractive the tourist attraction, the higher the level of visitor satisfaction, which in turn influences visitors to return. Therefore, managers of tourist attractions should maintain and improve them by providing boats for exploring the mangrove forest, fishing spots, and swimming areas for visitors.

Accessibility and facilities are two critical elements that greatly influence visitors’ perceptions of a tourist destination. Accessibility includes ease of reaching the destination through road conditions, transportation, and signage, while facilities refer to supporting amenities such as toilets, parking areas, and rest areas that contribute to comfort. When both aspects are adequately provided, visitors are more likely to have positive perceptions, leading to satisfaction and a desire to return. Conversely, a lack of accessibility and facilities can reduce satisfaction, even if the attraction itself is appealing. According to Anargya and Sunarta (2024:203), good accessibility supported by adequate facilities enhances visitors’ perceptions that a destination is high quality and worth visiting. Thus, it is important to recognize these elements as the foundation for formulating tourism management strategies.

This research has two main objectives. First, it aims to analyze the satisfaction level of domestic tourists visiting Dolli Bungaeja Tourism, focusing on the extent to which expectations align with actual experiences, particularly regarding service quality, availability of facilities, accessibility, destination management, and the visual identity that represents the attraction. Second, it aims to formulate strategies to improve tourist satisfaction at Dolli Bungaeja Tourism by examining the effectiveness of promotion, cleanliness management, local community involvement, as well as efforts to develop tourism products and improve supporting facilities, thereby creating optimal services and more meaningful travel experiences. According to Ardhiana (2024), “visitor satisfaction at Galung Dolli Bungaeja Tourism reached a high average score in terms of attractions, facilities, and comfort.” This is supported by Syahrswati’s (2023) findings that “visual identity and effective promotion are crucial in enhancing tourism appeal.

2. RESEARCH & METHODOLOGY

This study uses a qualitative and quantitative approach because it aims to understand in depth the satisfaction of visitors in Dolli Bungaeja tourism, Maros Regency. A qualitative approach was chosen in order to explore visitors' perceptions, experiences, and expectations more comprehensively. The focus of this research is not only on numbers, but also on the meaning contained in the respondents' answers. Through this approach, researchers can understand the social, cultural, and local conditions that affect visitor satisfaction. Qualitative research also allows researchers to gain richer information through in-depth observation and interviews. This is important because tourist satisfaction depends not only on the facilities, but also on the interaction and atmosphere at the destination. According to Junaid (2016:62) "qualitative research is research that does not utilize numbers, as opposed to quantitative research. This opinion cannot be blamed considering that the data obtained in qualitative research is more in the nature of words or information."

Data collection techniques were carried out by observation, interview, and documentation methods at Dolli Bungaeja tourist sites. Observations are carried out to directly observe the condition of facilities, accessibility, and visitor activities. In-depth interviews were conducted with domestic tourists, tour managers, and the surrounding community to obtain more detailed data. In addition, documentation in the form of photographs, field notes, and supporting documents was also collected

as supporting materials for the analysis. Primary data was obtained directly from the results of observations and interviews, while secondary data came from literature, tourism agency reports, and previous research articles. Triangulation techniques are used to ensure the accuracy of data by comparing observation, interview, and documentation results. In this way, the data collected becomes more valid and scientifically accountable.

The data analysis in this study uses the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis method to evaluate visitor satisfaction in Dolli Bungaeja tourism. The SWOT analysis was chosen because it can identify the internal strengths and weaknesses of tourist destinations, as well as look at opportunities and threats from external factors. Using this analysis, researchers can understand the extent to which facilities, accessibility, and services are able to meet the expectations of tourists. The data obtained from observations, interviews, and documentation will be mapped into four SWOT aspects to facilitate strategy management. This analysis is also relevant for use in tourism development because it is able to produce recommendations that are applicable. The results of the SWOT mapping will provide a clear picture of the overall condition of the destination. Thus, the SWOT analysis is seen as appropriate in answering the objectives of this research.

3. FINDINGS AND DISCUSSION

3.1 An Overview of Dolli eja

Dolli Bungaeja Tourism is located in Bungaeja Hamlet, Tukamasea Village, Bantimurung Subdistrict, Maros Regency, South Sulawesi. This destination offers a 21×25 meter swimming pool surrounded by karst mountains and green rice fields. Built in 2019 and inaugurated in 2020 by the village government together with the local community, this place utilizes clear and cool mountain water sources. The beauty of the unspoiled nature is the main attraction, drawing hundreds of visitors every weekend. This place was originally used for irrigation and soil extraction for rice fields, but with the support of the village government and the local BUMDes, it was transformed into a tourist area offering panoramic views of karst mountains and unspoiled rice fields. The karst mountains surrounding this place are the second largest limestone mountains in the world, providing visitors with a very charming and refreshing natural view. This natural beauty is the main attraction that draws tourists, especially photography enthusiasts and nature lovers who want to escape from their daily routines. In addition to the natural panorama, this tourist spot also has a swimming pool filled with water from nearby karst mountain springs, making it cool and refreshing. The combination of natural beauty and adequate facilities makes this place very attractive for both local and foreign tourists.

The natural aspects and unique geography of Dolli Bungaeja Tourism greatly influence visitors' perceptions of the suitability of facilities and accessibility. The karst mountain range that forms the backdrop of this tourist attraction not only provides exotic views but also serves as a source of natural clean water that flows into the swimming pool and preserves the beauty of the environment. This is an added value in visitors' assessment of the quality of the facilities provided, because the pool water is not only cool but also natural and healthy. The existence of supporting facilities and the beauty of the landscape simultaneously create a pleasant tourist experience and high satisfaction for visitors. The availability of adequate facilities and fairly good access are important assets in enhancing the attractiveness and reputation of this tourist spot. The environment is presented naturally without much modern intervention, allowing visitors to experience the authentic atmosphere of a peaceful and relaxing countryside. This overall strengthens the value of the tourist spot in the eyes of visitors.

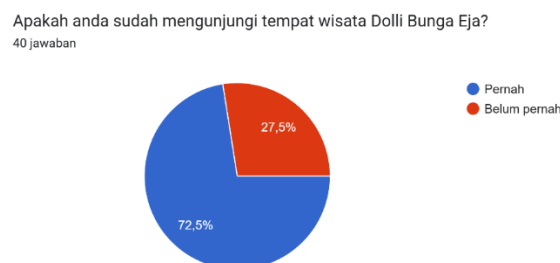
Access to this tourist location can be reached by private vehicle or public transportation from the center of Maros Regency. The travel time is relatively short, but there are several road sections that are not yet in adequate condition. This factor has a significant impact on the comfort of visiting tourists. However, in general, accessibility to the location is fairly good and has the potential to be further improved. Support from the local government and management is needed to improve and add transportation facilities. Improved accessibility will encourage more tourists to visit. Thus, the availability of adequate access is one of the keys to the development of Dolli Bungaja.

The facilities at Dolli Bungaeja are currently still simple, but they are being developed for the comfort of tourists. There is a parking area, gazebos, seating areas, and small stalls that sell snacks. However, sanitation facilities such as public toilets are still limited. Information facilities, such as directional signs, also need to be added so that visitors do not encounter difficulties. To increase its appeal, modern recreational facilities such as photo spots and children's play areas can be considered. The presence of more complete facilities will certainly support a more satisfying visiting experience. Therefore, facility management is an important factor in improving the quality of this tourist destination.

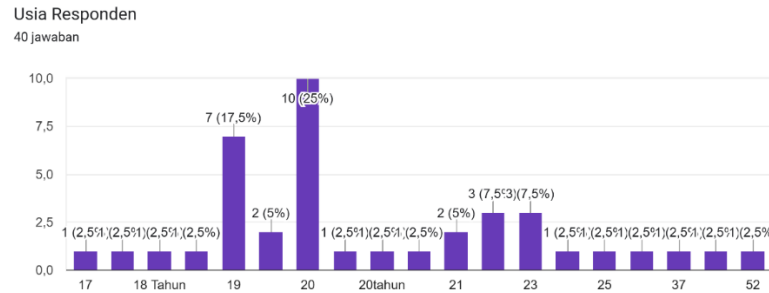
Overall, Dolli Bungaeja is a tourist destination with great potential for development. Its main strengths are its natural charm and peaceful rural atmosphere. However, facilities and accessibility still need to be improved to meet tourists' expectations. Support from the government, managers, and the community will be crucial to the development of this tourist attraction. Research on tourists' perceptions of the adequacy of facilities and accessibility can provide valuable insights. The results of the research can also serve as a basis for formulating more effective tourism management strategies. With the right steps, Dolli Bungaeja can compete with other popular tourist destinations in South Sulawesi.

3.2 Obstacles Analyzing the satisfaction level of domestic tourists visiting Dolli Bungaeja Tourism

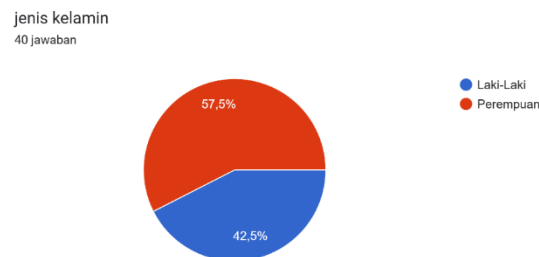
An analysis of domestic tourist satisfaction in the Dolli Bungaeja Tourism Area in Maros Regency is needed to determine how visitors rate the quality of facilities and accessibility available. By combining qualitative and quantitative methods, this study not only measures satisfaction in terms of numbers, but also explores visitors' experiences and opinions in depth. The analysis will show the extent to which the completeness of tourist facilities can meet visitors' expectations, ranging from cleanliness and comfort to recreational facilities. Accessibility factors, including road conditions, transportation, and ease of reaching the location, are also important in influencing the visiting experience. This satisfaction assessment is expected to provide a clear picture of the quality of Dolli Bungaeja in the eyes of domestic tourists. The results will serve as a basis for managers and policy makers in formulating strategies for improving and developing the destination. In this way, Dolli Bungaeja can be enhanced in quality to compete with other destinations in South Sulawesi.



Based on the results of the diagram showing 40 respondents, it can be seen that the majority of domestic tourists, namely 72.5%, have visited Dolli Bungaeja Tourism, while the other 27.5% have never visited. This finding shows that this destination has a strong enough appeal to attract more visitors. The high percentage of visits also provides an initial indication that the facilities and accessibility at the tourist site sufficiently support the tourist experience. However, the fact that 27.5% of respondents have not yet visited can be used as material for evaluation of promotional strategies, facility provision, and ease of access to the location. In terms of satisfaction, the high number of visits indicates that the majority of visitors consider the tourist experience at Dolli Bungaeja to be quite positive. However, further research is still needed to find out in detail the visitors' perceptions of the adequacy of facilities and accessibility. Thus, this data analysis is an important basis for improving service quality and expanding the reach of the tourism market.

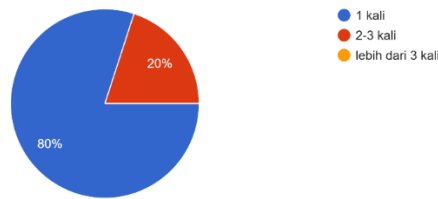


Based on the age distribution diagram of respondents, it can be seen that the majority of visitors to Wisata Dolli Bungaeja are in the younger age range, particularly those aged 20, with the highest percentage of 25% of the total respondents. The 19-year-old age group follows with a percentage of 17.5%, while those aged 23 account for 7.5%. Respondents from other age groups, such as 17, 18, 21, 22, 24, 25, 37, and 52 years old, showed relatively small numbers with percentages of only about 2.5%–5% each. This condition indicates that this tourist destination is more popular among the younger generation, especially college students or young adults who tend to be more active in tourist activities. This may also indicate that the facilities and accessibility at the tourist location are more suited to the preferences of the younger generation. However, the low number of visitors from older age groups can be a challenge, especially in terms of adjusting facilities to be more friendly to all age groups. Thus, managers can use these findings to design marketing strategies and develop facilities that are more inclusive for various age groups.



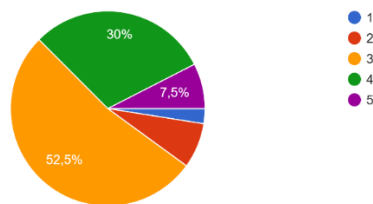
Based on the gender distribution of respondents, it appears that the majority of visitors to Wisata Dolli Bungaeja are women, accounting for 57.5% of visitors, while men account for 42.5%. This data shows that this destination tends to attract more female visitors. This may be due to the appeal of the tourist attraction, which may suit female preferences, such as the natural atmosphere, photo spots, or the comfort of the facilities available. On the other hand, although the number of male visitors is smaller, it is still significant enough that their needs and preferences also need to be considered. This finding is important for managers in designing service and promotion strategies that can reach both groups in a balanced manner. In addition, the representation of both genders shows that this destination has the potential to be inclusive for all groups. Thus, efforts to improve facilities and accessibility can be directed to provide equal satisfaction for both male and female visitors.

Jumlah kunjungan ke wisata dolli bunga eja
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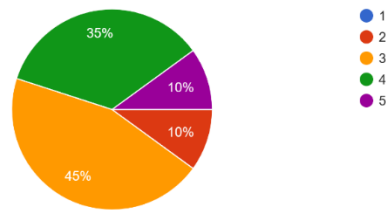
Based on the number of visits diagram, it can be seen that 80% of respondents have only visited Dolli Bungaaja Tourism once, while the other 20% have visited 2-3 times, and no respondents have visited more than 3 times. This data shows that although the tourist destination is quite attractive to visit, most tourists have not made repeat visits. This condition may indicate that the experience felt by visitors has not fully encouraged them to return regularly. Factors such as available facilities, accessibility to the location, and the variety of tourist attractions may be the cause of the low rate of repeat visits. On the other hand, the fact that 20% of visitors return more than once is a positive sign that some tourists are satisfied with their visits. This finding is important for managers to evaluate so they can improve service quality and create new attractions. That way, the repeat visit rate can increase and tourist satisfaction can be maintained.

Fasilitas umum (toilet, tempat sampah, tempat duduk) di Wisata Dolli Bunga Eja sudah memadai
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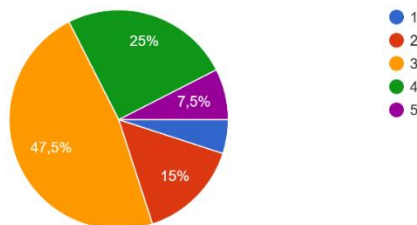
Based on the diagram regarding public facilities such as toilets, trash bins, and seating areas at Wisata Dolli Bungaaja, the majority of respondents rated them as average, with a percentage of 52.5%. A total of 30% of respondents rated them as fairly good, while 7.5% gave a rating of very good, and the remaining 5% rated them as inadequate. These results indicate that most visitors feel that the public facilities available are not yet fully optimal, even though they sufficiently meet the basic needs of tourists. The majority perception at a moderate level indicates the need to improve the quality and availability of facilities to support visitor comfort. The existence of better facilities not only affects satisfaction but can also increase the likelihood of repeat visits. This is important input for tourism managers in prioritizing infrastructure development. With improved facilities, Dolli Bungaaja has the potential to provide a more positive and sustainable tourism experience for visitors.

Area parkir, mushola, dan tempat istirahat tersedia dengan layak untuk pengunjung.
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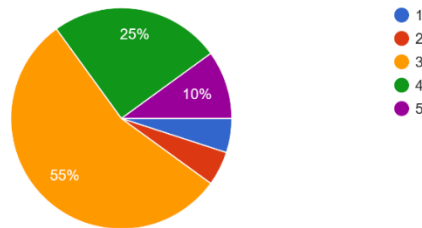
Based on the diagram regarding the availability of parking areas, prayer rooms, and rest areas at Wisata Dolli Bungaeja, the majority of respondents rated them as adequate, with a percentage of 45%. A total of 35% of respondents gave a moderate rating, while 10% rated them as inadequate and the other 10% rated them as very good. This data shows that supporting facilities such as parking, prayer rooms, and rest areas are available, but their quality and quantity still need to be improved to be more optimal. The majority's perception in the “adequate” category indicates that visitors feel that these basic facilities can be used but do not yet fully meet comfort standards. The existence of these facilities is very important because they support the basic needs of tourists during their visit. Therefore, tourism managers need to conduct evaluations, for example by expanding the parking area, improving the cleanliness of the prayer room, or providing more comfortable rest areas. With these improvements, visitor satisfaction can be better guaranteed and the potential for repeat visits will also be greater.

Fasilitas yang ada terawat dengan baik dan selalu dalam kondisi bersih.
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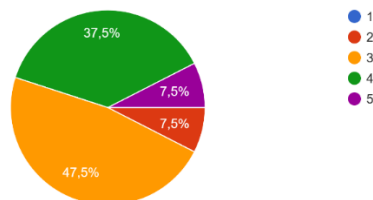
Based on the diagram regarding the condition of maintenance and cleanliness of facilities at Wisata Dolli Bungaeja, it can be seen that the majority of respondents rated it as adequate with a percentage of 47.5%. As many as 25% of respondents rated it as good, 15% rated it as inadequate, and 7.5% gave it a very good rating. Meanwhile, only a few respondents rated the facilities as poor. These results indicate that although the facilities are available, the aspects of cleanliness and maintenance are still not optimal and need further attention. The cleanliness and maintenance of facilities are important factors because they can affect the comfort and perception of visitors regarding the quality of the tourist destination. The positive assessment from some respondents shows that management is already in place, but it still needs to be improved consistently. With improved cleanliness and maintenance, Dolli Bungaeja Tourism can create a more enjoyable experience and increase overall tourist satisfaction.

Jumlah fasilitas sudah sesuai dengan banyaknya pengunjung yang datang.
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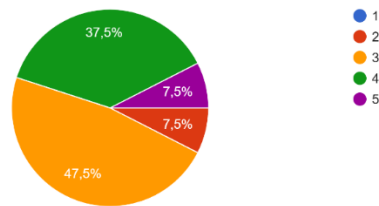
Based on the diagram showing the suitability of the number of facilities to the number of visitors at Wisata Dolli Bungaeja, the majority of respondents rated it as sufficient, with a percentage of 55%. A total of 25% of respondents rated it as good, 10% rated it as very good, and only 5% rated it as inadequate. This data shows that although most visitors feel that the number of facilities is sufficient, there is still room for improvement, especially when the number of tourists increases. The positive perception of the majority of respondents is an indicator that the available facilities can support tourist activities, but development is still needed to optimize them. This is important to anticipate a surge in visits, especially during holidays or weekends. With the addition and equal distribution of facilities, visitor satisfaction can be better maintained and the potential for repeat visits will increase. These findings are important input for managers to adjust the capacity of facilities to the number of tourists who come.

Papan informasi dan petunjuk arah tersedia dengan jelas di area wisata.
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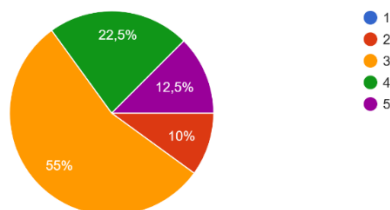
Based on the diagram regarding the availability of information boards and directional signs at Dolli Bungaeja Tourism, most respondents rated it as adequate with a percentage of 47.5%. A total of 37.5% of respondents rated it as good, while 7.5% rated it as inadequate and another 7.5% rated it as very good. These results indicate that most visitors feel helped by the information boards and directional signs, although there are still shortcomings in terms of quantity and clarity. The existence of clear information boards is very important to facilitate visitor mobility and increase comfort while in the tourist area. The positive assessment from the majority of respondents shows the efforts made by the management, but there is still a need to improve the quality and number of directional signs so that they are more evenly distributed throughout the area. With these improvements, the tourist experience will be more effective, especially for new visitors. These findings are important recommendations for improving service standards and overall tourist satisfaction.

Papan informasi dan petunjuk arah tersedia dengan jelas di area wisata.
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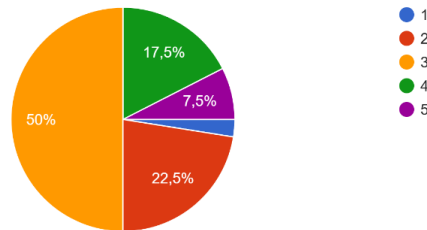
Based on the diagram regarding the availability of information boards and directional signs in the Dolli Bungaeja tourist area, the majority of respondents rated them as adequate, with a percentage of 47.5%. A total of 37.5% of respondents gave a good rating, while 7.5% rated it as inadequate and another 7.5% rated it as very good. This data shows that, in general, information boards and directional signs are available, but their quality and quantity are still considered suboptimal by some visitors. The clarity and distribution of information boards are very important to help tourists explore the tourist area easily. The positive assessment from nearly half of the respondents is a sign that these facilities are functioning, but improvements are still needed to maximize their effectiveness. By increasing the number of signboards and improving the quality of their design and readability, visitor comfort will be further enhanced. These findings can serve as a basis for managers in designing strategies to develop information facilities that are more effective and tourist-friendly.

Fasilitas yang ada sudah meningkatkan kenyamanan saya selama berkunjung.
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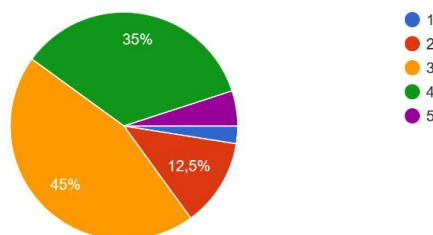
Based on the diagram shown, it can be seen that the majority of respondents consider the facilities at Wisata Dolli Bungaeja to be sufficient in improving their comfort during their visit. A total of 55% of tourists gave a rating of 3, indicating that the facilities are considered adequate but still need some improvement. Furthermore, 22.5% of respondents gave a rating of 4, meaning they were satisfied with the available facilities. Meanwhile, 12.5% of tourists gave a rating of 5, indicating a high level of satisfaction with the facilities. Only 10% of respondents gave a rating of 2, indicating that a small number of visitors felt that the facilities were inadequate. These findings show that, in general, domestic tourists are quite satisfied, although there is still room for improvement. Therefore, managers need to pay attention to improving the quality of facilities in order to encourage greater visitor satisfaction.

Kondisi jalan menuju Wisata Dolli Bunga Eja sudah baik dan layak.
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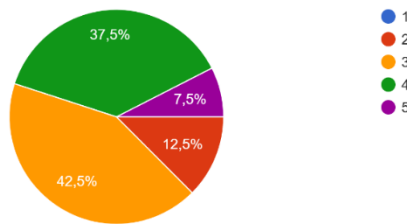
Based on the diagram regarding the condition of the road leading to Wisata Dolli Bungaeja, it can be seen that most respondents gave a rating of 3, with a percentage of 50%. This shows that the condition of the road is considered quite good, although it is not yet fully adequate to support the comfort of tourists' trips. A total of 22.5% of respondents gave a rating of 2, which means that there are still visitors who feel that road access is inadequate. Meanwhile, 17.5% of respondents gave a rating of 4, indicating relatively high satisfaction with road conditions. Only a small portion, namely 7.5%, gave a rating of 5 and 2.5% gave a rating of 1. These findings confirm that the quality of road accessibility is still one aspect that needs to be considered by tourism managers. With improvements in road quality, it is hoped that tourists' travel experiences will be more comfortable and their satisfaction with the destination will increase.

Petunjuk arah menuju lokasi wisata mudah ditemukan.
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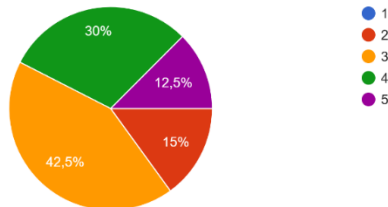
Based on the diagram showing directions to the Dolli Bungaeja tourist site, the majority of respondents gave a rating of 3, with a percentage of 45%. This shows that most tourists consider the directions to be helpful, although not entirely adequate. A total of 35% of respondents gave a rating of 4, which means they were quite satisfied with the availability and clarity of the directions. Meanwhile, 12.5% of respondents gave a rating of 2, indicating that a small number of visitors still had difficulty finding directions to the tourist site. Only 5% of respondents gave a rating of 5, indicating high satisfaction, and around 2.5% of respondents gave a rating of 1, meaning they were very dissatisfied. This data indicates that although the directions are helpful, there is still a need for improvement in terms of clarity, number, and placement of signboards. Thus, improvements in this aspect can increase the comfort of tourists' trips and have a positive impact on their overall satisfaction.

Transportasi menuju lokasi wisata mudah diakses (baik kendaraan umum maupun pribadi).
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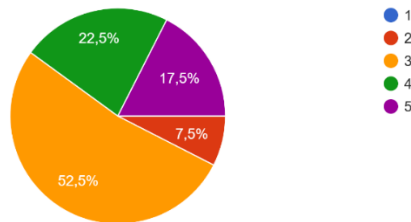
Based on the diagram regarding transportation accessibility to Wisata Dolli Bungaeja, it can be seen that most respondents gave a rating of 3, with a percentage of 42.5%. This shows that the availability of transportation, both public and private vehicles, is considered adequate despite some limitations. A total of 37.5% of respondents gave a rating of 4, which means that most tourists are quite satisfied with the available transportation access. Meanwhile, 12.5% of respondents gave a rating of 2, indicating that a small number of visitors experienced difficulties in reaching the location by transportation. Only 7.5% gave a rating of 5, indicating high satisfaction, and no respondents chose a rating of 1. This data shows that transportation access to tourist locations is relatively good, but not yet fully optimal for all visitors. Therefore, improving the availability and comfort of transportation, especially public transportation, can be an important strategy in increasing tourist satisfaction.

Lokasi wisata mudah dijangkau dari pusat kota atau wilayah sekitar.
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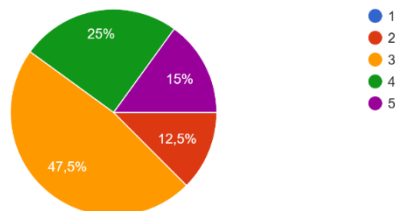
Based on the diagram regarding the ease of reaching the Dolli Bungaeja tourist location from the city center or surrounding areas, it can be seen that the majority of respondents gave a rating of 3, with a percentage of 42.5%. This indicates that most tourists consider access to the location to be fairly easy, although not yet fully optimal. A total of 30% of respondents gave a rating of 4, which indicates relatively high satisfaction in terms of ease of access to the location. Meanwhile, 15% of respondents gave a rating of 2, indicating that there are still visitors who experience difficulties in accessing the tourist destination. A total of 12.5% of respondents gave a rating of 5, meaning they were very satisfied with the accessibility of the location. No respondents gave a rating of 1, so it can be concluded that the level of accessibility is generally quite good. These findings show that the tourist location is quite strategic, but improving the quality of infrastructure and transportation support remains important to encourage more optimal visitor satisfaction.

Perjalanan menuju lokasi wisata terasa nyaman dan aman.
40 jawaban



Based on the diagram regarding the comfort and safety of the trip to Wisata Dolli Bungaeja, the majority of respondents gave a rating of 3, with a percentage of 52.5%. This shows that most tourists consider the trip to the location to be quite comfortable and safe, although not yet fully optimal. A total of 22.5% of respondents gave a rating of 4, which means they were quite satisfied with the travel conditions. Meanwhile, 17.5% of respondents gave a rating of 5, indicating a high level of satisfaction with the comfort and safety of access to the destination. Only 7.5% of respondents gave a rating of 2, and none gave a rating of 1, so it can be said that the level of dissatisfaction is relatively low. This data shows that the journey to tourist locations is already quite good, but there are still aspects that need to be improved so that visitors feel more comfortable. With improvements in road quality and supporting facilities, it is hoped that the travel experience of tourists will be safer and more enjoyable.

Aksesibilitas ke lokasi mendukung terciptanya kepuasan saya sebagai pengunjung.
40 jawaban



Based on the diagram regarding accessibility to tourist locations in supporting visitor satisfaction, the majority of respondents gave a rating of 3 on a scale of 1 to 5, with a percentage of 47.5%. This shows that most tourists consider accessibility to be adequate, although it is not yet able to provide optimal satisfaction. A total of 25% of respondents gave a rating of 4, indicating that they were satisfied with the available accessibility. Meanwhile, 15% of respondents gave a rating of 5, meaning they were very satisfied with the accessibility conditions. On the other hand, 12.5% of respondents gave a rating of 2, indicating that there were still obstacles for a small number of visitors in accessing tourist sites. No respondents gave a rating of 1, so the level of dissatisfaction can be said to be low. This data shows that accessibility plays an important role in creating a comfortable and satisfying travel experience. Therefore, improving the quality of accessibility, both in terms of infrastructure and directional signage, will greatly influence the overall satisfaction of tourists.

3.3 Formulating Strategies to Increase Tourist Satisfaction at Dolli Bungaeja Tourism

The strategy to increase tourist satisfaction at Wisata Dolli Bungaeja in Maros Regency needs to focus on improving the quality of existing facilities and accessibility. Based on the analysis results, most visitors are satisfied with the available facilities, but they are still in the adequate category and there is much room for improvement. The main efforts can start with improving public facilities such

as toilets, trash bins, and seating areas, which are currently rated as adequate by the majority of visitors. In addition, supporting facilities such as parking areas, prayer rooms, and rest areas also need attention so that their quality and capacity can be optimized. Managers must carry out regular maintenance and cleaning to ensure that facilities are always in good condition. Increasing the number of facilities and improving their quality will enhance visitor comfort while at the location. Besides expanding and improving facilities, attention to the availability of information such as directional signs and infographics is crucial so that tourists feel assisted in exploring the location.

Improving accessibility plays an important role in the strategy to increase tourist satisfaction. The condition of the road leading to Dolli Bungaeja is currently quite good, but it still needs to be improved to make the trip more comfortable and safer. Better road infrastructure can facilitate the flow of tourist visits so that they do not encounter obstacles during their trip. The directions to the location are currently quite helpful, but increasing the number and clarity of signboards needs to be a priority. In addition, developing public transportation access and improving the comfort of transportation modes is also very important so that it is easier and safer to reach for various types of tourists. Managers must conduct periodic evaluations of transportation routes and schedules to meet visitor needs. Improving and facilitating access will increase the satisfaction index and the likelihood of repeat visits from tourists.

Communication and promotion strategies must also be considered based on the demographic profile of visitors. The majority of visitors are young people, especially those around 20 years old, and are predominantly female. This indicates that the development of facilities and promotions should be more geared towards the preferences of young people and women who are looking for comfort, aesthetics, and Instagrammable attractions. Managers can utilize social media and digital technology to attract this market more broadly. However, there is also the challenge of attracting older age groups by adjusting facilities to be friendly to all age groups. Providing facilities such as disability access and comfortable rest areas will make Dolli Bungaeja tourism more inclusive. Thus, appropriate promotion and the development of inclusive facilities can expand the visitor base and increase overall satisfaction.

Managers need to focus on strategies to enhance the visitor experience so that tourists are encouraged to return. Currently, the majority of visitors only come once, so it is important to innovate by adding attractions or interactive activities at the tourist site. For example, providing cultural events, workshops, or thematic tour packages can increase visitor appeal and activity. In addition, improving service quality, facility availability, and ease of access will encourage tourists to create positive and memorable experiences. A good quality experience significantly influences tourists' decisions to make repeat visits and spread recommendations to others. This strategy also includes adding comfortable rest areas and improving cleanliness to support the comfort of traveling. Thus, managers can create visitor loyalty while increasing visits in a sustainable manner.

Managers must involve the active participation of the community and local stakeholders in destination development. Community involvement will enrich the local cultural values that attract tourists while increasing social support. Through training and capacity building for the community as tour guides or business operators in the surrounding area, the quality of tourism services can also be improved. This participatory approach can optimize local resources so that destination development becomes more sustainable and authentic. In addition, it can create more equitable economic opportunities for the surrounding community. Management strategies that involve various parties in an integrated manner have proven to be effective in building competitive and environmentally friendly destinations. This also increases a sense of ownership and preserves the Dolli Bungaeja tourist destination.

Improving the cleanliness and maintenance of facilities should be a regular agenda in tourism management strategies. Data shows that visitors rate the facilities and cleanliness as adequate, so consistent maintenance is needed to raise quality standards. Managers need to establish a regular cleaning schedule and periodic facility inspections. Ensuring the cleanliness of public areas and maintaining facilities to prevent damage can increase comfort and reduce visitor complaints. In addition, environmental cleanliness also contributes to the positive image of the destination.

Empowering cleaning staff and providing adequate trash bins at various points will facilitate waste management. With good maintenance, Dolli Bungaeja can increase tourist satisfaction and support the sustainability of the destination.

In terms of facility improvements, managers need to adjust capacity to the number of visitors, especially during peak visitation times. Survey results show that most visitors rate the adequacy of facilities as sufficient, but there are still concerns when the number of tourists surges. The addition of facilities such as toilets, rest areas, and parking lots needs to be planned with consideration of predicted visitation spikes. The arrangement and distribution of facilities throughout the area is also very important so that all visitors have equal access. This will avoid overcrowding and increase comfort during the tour. Managers must monitor visitation trends to adjust facility capacity in a timely manner. This strategy will help ensure service quality before the holiday season arrives.

Strengthening the provision of information and directional signs should be a priority in the improvement strategy. Although the majority of visitors consider the information boards to be helpful, improvements must be made so that the directional signs are clearer and more evenly distributed. A more attractive and easy-to-read board design will speed up visitor orientation, especially for new tourists who are not familiar with the location. Adding information about facilities, tourist spots, and walking or vehicle routes can enhance the tourist experience. Information boards can also be equipped with digital elements such as QR codes that direct visitors to interactive maps. This not only facilitates mobility but also enriches the experience with real-time data. With these improvements, visitors can explore Dolli Bungaeja more independently and comfortably.

Tourism managers need to continuously improve the quality of transportation accessibility, especially public transportation, which allows easy access to locations. While current ratings are quite satisfactory, the challenges experienced by some tourists signal the need for improvement. Increasing the number of fleets, improving schedules to locations, and ensuring the comfort and safety of public transportation will encourage more tourists to use these services. Furthermore, coordination with local transportation agencies must be strengthened to ensure smooth integration of transportation modes. Providing adequate parking facilities also makes it easier for tourists using private vehicles. Improving these aspects will make destinations more accessible and potentially increase visitor numbers. This will support the continuity of visits and the satisfaction of tourists from various segments.

Beyond physical aspects, developing a service program that is responsive to tourist needs is crucial. Managers need to provide friendly and professional information and assistance services. Training for customer service officers will improve the quality of direct interactions with visitors. A systematic service approach, for example through a mobile application or tourist information center, will make it easier for tourists to access all their needs during their visit. Furthermore, responding quickly to tourist complaints and suggestions can improve the destination's image and build trust. Providing a pleasant service experience will help build visitor loyalty and increase positive reviews. With optimal service, tourist satisfaction can be achieved and encourage repeat visits.

Targeted and sustainable promotional efforts are necessary to maintain and expand the tourist market. Considering that the majority of visitors are young and female, promotional media must be tailored to the channels they use, such as social media and influencers. Marketing campaigns that highlight the unique nature, attractive photo spots, and comfortable facilities will be more effective in attracting the younger generation. However, special packages and promotions targeting families or older age groups are also needed to reach a wider market. Management can collaborate with local tourism experts and travel agents to increase information distribution. With consistent and measured promotion, Dolli Bungaeja tourism has the potential to significantly increase its appeal.

Finally, strategies to increase tourist satisfaction must be combined with sustainable environmental management and preservation programs. Preserving nature and a clean environment are key added values of natural tourist destinations like Dolli Bungaeja. Management must implement environmentally friendly practices, including effective waste management, flora and fauna conservation, and visitor education on the importance of sustainability. This not only maintains the beauty of the destination but also enhances the image of a responsible destination. Sustainable

tourism development will attract increasingly environmentally conscious tourists seeking ecotourism experiences. Thus, Dolli Bungaeja is able to maintain its existence and quality as a preferred destination in Maros Regency and South Sulawesi.

4. CONCLUSION

This study shows that facilities and accessibility significantly influence tourist satisfaction at the Dolli Bungaeja tourist attraction in Maros Regency. The majority of visitors considered the available facilities, such as parking areas, prayer rooms, restrooms, and signage, to be adequate, although improvements in quantity and quality are still needed. Accessibility to the location was also deemed quite good, but several road sections still require improvement to make them more comfortable and safe to travel. Cleanliness and facility maintenance are important factors that need to be considered to maintain visitor comfort. The study results show that easy access and the availability of good facilities can increase the likelihood of tourists returning. Therefore, Dolli Bungaeja has significant potential to develop into a leading tourist destination if these aspects are consistently improved.

Furthermore, tourism development strategies at Dolli Bungaeja need to be directed at improving the quality of facilities, transportation access, and providing a more memorable tourist experience. Management should address the preferences of young tourists, who make up the majority of visitors, by adding attractive attractions, improving the comfort of public areas, and optimizing digital promotions. Local community involvement is also crucial in maintaining cleanliness, providing friendly service, and developing the creative economy potential around the tourist area. Local government support and collaboration among stakeholders are key to successfully creating a sustainable destination. With improved facilities, accessibility, and participatory management, Dolli Bungaeja is expected to become a competitive, comfortable tourist destination that will provide socio-economic benefits to the local community.

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