

How to Cite:

Damayanti, I. A. K. W., Sudarmini, N. M., Somawati, N. P., Armoni, N. L. E., & Sudana, I. M. (2024). Green tourism destination product differentiation: Effect on visit satisfaction in Gili Trawangan. *Tennessee Research International of Social Sciences*, 6(2), 26–31. Retrieved from <https://triss.org/index.php/journal/article/view/53>

Green tourism destination product differentiation: Effect on visit satisfaction in Gili Trawangan

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Abstract---The practice of green tourism destinations means sustainability of the environment, culture and community at the tourist locations visited. The aim of this research is to determine the effect of green tourism destination product differentiation on visiting satisfaction on Gili Trawangan. The sample in this study used 80 respondents. The data analysis technique used is multiple linear regression analysis technique. The results of this research found that differentiation of green tourism destination products consisting of features and performance has a significant influence on satisfaction with visiting Gili Trawangan Island, both simultaneously and partially. This shows that the level of importance expected by visitors with the level of performance of the features provided to visitors has a high level of suitability, in the sense that the performance of the features can almost meet the level of interest of tourists when compared with the performance.

Keywords---green tourism destination, visiting satisfaction, green tourism, destination.

Introduction

Carrying out temporary travel activities from the original place of residence to the destination area for the reason of not staying or earning a living but just to have fun, satisfy curiosity, spend free time or holiday time and other purposes is called tourism. According to Buchli in Yoeti (2007: 5), tourism is any temporary transfer of a person or several people with the aim of obtaining services intended for tourism by the institutions used for that purpose. Based on Law of the Republic of Indonesia Number 10 of 2009, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government and regional governments.

Gili Trawangan Island is one of the islands that already has good management, due to collaborative management by the government and the private sector. Gili Trawangan is one of the three Gilis in the northwestern part of Lombok Island, along with Gili Air and Gili Meno or also known as Pesona Gili Tramen. Administratively, Gili Trawangan is in Selamat District, North Lombok Regency, West Nusa Tenggara. Becoming a leading tourist destination and marine tourism attraction on NTB Island, this island has a resort hotel equivalent to a star hotel.

This is utilized by Gili Trawangan management in promotions and increasing the satisfaction of visiting Gili Trawangan Island by implementing the concept of product differentiation through green tourism destinations. The green tourism destination concept includes tourism programs that minimize the negative aspects of conventional tourism or tourism packaged in tour packages, as well as requiring large-scale luxury facilities and facilities for the environment and increasing the cultural integrity of the local community. Therefore, apart from evaluating cultural and environmental factors, green tourism destinations are also an integral part of promotional activities for recycling, energy efficiency, water conservation and the creation of economic opportunities for local communities.

The practice of green tourism destinations means sustainability of the environment, culture and community at the tourist locations visited. Marketing this concept really provides long-term benefits and business resilience depends on maintaining an attractive and healthy environment, including saving costs, being in line with statutory provisions, avoiding negative relations with the public, meeting increasing expectations and demands of visitors, achieving high profits, competitive, and reduce operational costs. Green tourism destination is the same as Ecotravel, Ecovacation, Eco - (ad)venture, Eco - cruise, Eco - safari, Nature tourism (nature tourism), Low impact tourism, Bio - tourism, Ecologically responsible tourism which is usually used in marketing terms ecosystem-based tourism business, according to The International Ecotourism Society (TIES).

Based on the implementation of green tourism destination, Gili Trawangan Island with its differentiation in features, performance and style and design, Gili Trawangan Island is more concerned with preserving its nature, keeping nature clean, completing environmentally friendly facilities, improving services, maintaining culture and arranging the layout (zoning) on Gili Trawangan Island. This is because Gili Trawangan Island is more attractive and different from other tourist areas and tourists who come feel satisfied and participate in protecting the

natural environment when they are on Gili Trawangan Island. With sustainable and environmentally friendly products offered on Gili Trawangan Island, visitors have a different experience and create their own satisfaction, as well as supporting green tourism destinations. Visitors cannot find it on other islands on the coast of NTB Island. This shows that the tourist area of Gili Trawangan Island, which is managed based on differences or uniqueness, is a leader and as an island is very popular with visitors.

It is hoped that the implementation of product differentiation based on green tourism destinations can also make a difference so that it has a further impact on local communities directly involved. Apart from that, this application can minimize damage to nature, support the protection of an area, prioritize the empowerment of local communities, appreciate local culture and values more, and serve to increase public awareness of nature conservation and the surrounding environment (Special Report, The U.S. Ecotourism Market, WTO, 2002). By implementing product differentiation in the tourism provided by Gili Trawangan Island, it is hoped that visitor satisfaction in the future will increase.

Methods

This research examines the recommendations for Gili Taranga Island which are applied to visit satisfaction. This research examines two variables, namely the independent variable and the dependent variable. The independent variable used in this research is product differentiation with X consisting of (X1) performance, (X2) features and (X3) style and design. Visit satisfaction as Y is a dependent variable consisting of expectations and perceptions. The variable studied is product differentiation on visit satisfaction. The object of research is respondents' responses regarding product differentiation and visiting satisfaction, while the unit of analysis or respondents in this research are visitors to Gili Trawangan Island, NTB. Based on the calculation results, the minimum number of samples studied was 80 respondents. The technique for testing the data used in this research is multiple linear regression. Multiple linear regression analysis is an analytical tool for forecasting the influence value of two or more independent variables (X) on the dependent variable (Y) to prove whether or not there is a casual relationship between two or more independent variables.

Results and Discussion

This test aims to see the effect of each independent variable on whether the dependent variable is significant or not and to seek information on all independent variables, namely product differentiation of green tourism destinations on Gili Trawangan Island. To determine the level of significance of the independent construct in explaining the dependent variable, the F test can be used. For more details regarding the ANOVA output, see the following table:

Table 1. F Test Results

Model	Sum of Square	df	Mean Square	F	Sig
Regression	,446	3	,149	32,335	,000
Residua	,359	76	,005		
Total	,805	79			

Primary Data, 2024

Based on Table 1, it is known that the F-value is 32.335 with a p-value (sig) 0.000 because the F-value > F-table ($32.335 > 2.725$) then H_0 is rejected, meaning that the independent variable (X) simultaneously has a significant effect on visit satisfaction (Y). There is a significant effect between green tourism destination product differentiation on Gili Trawangan Island on visiting satisfaction.

Table 2. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized coefficients	t	Sig.
	B	Std.	Beta		
Constant	0.545	0.053		0.789	0.00
Features	0.015	0.03	0.510	5.733	0.00
Perform	0.011	0.003	0.299	3.271	0.00
Style and design	0.003	0.003	0.095	1.162	0.00

Primary Data, 2024

There is a significant influence between the features sub-variable (X1) on visiting satisfaction ($t\text{-value}=1.991 > 5.733=t\text{-value}$), as well as the sig value=0.000 t-table, so H_0 is rejected, meaning that features have a significant effect on visiting satisfaction.

There is a significant influence between the performance sub-variable (X2) on visit satisfaction ($t\text{-value}=1.991 > 3.271=t\text{-value}$), as well as the sig value=0.000 t-table, so H_0 is rejected, meaning that performance has a significant effect on visit satisfaction.

The sub variable style and design (X3) on visit satisfaction ($t\text{-value}=1.991 > 1.162=t\text{-value}$), as well as the sig value=0.249<t-table, then H_0 is accepted, meaning style and design have an effect on visit satisfaction, but it is not significant.

Conclusion

- 1) Green tourism destination product differentiation implemented by Gili Trawangan Island consisting of features, performance, style and design. Overall, visitors to Gili Trawangan Island have different assessments. The assessment of features has the highest rating because it is a special feature of the green tourism destination, which is a product differentiation from Gili Trawangan Island, where visitors are invited to carry out conservation and

utilize local service guides available on Gili Trawangan Island. The assessment of performance is less because visitors are slightly burdened by additional fees imposed by Gili Trawangan Island.

- 2) The highest assessment of satisfaction with visiting Gili Trawangan Island based on features, performance, style and design is satisfaction with features, because visitors are invited to really take advantage of nature in an easy way. This shows that the level of importance expected by visitors with the level of performance of the features provided to visitors has a high level of suitability, in the sense that the performance of the features can almost meet the level of interest of tourists when compared with the performance
- 3) Based on hypothesis testing, it shows that differentiation of green tourism destination products consisting of features and performance has a significant influence on satisfaction with visiting Gili Trawangan Island, both simultaneously and partially. Partially or simultaneously, features have a fairly high influence on satisfaction with visiting Gili Trawangan Island compared to performance.

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