



## Analysis of the Effect of Attraction, Accessibility (4ASC) Components on Visitor Satisfaction in Tourism Destinations Samosir District

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### ABSTRACT

This study aims to determine and analyze the effect of the 4asc attributes (attraction, accessibility on visitor satisfaction at tourist destinations in Samosir Regency. The population in this study were visitors to tourist attractions in 3 sub-districts, namely Harian sub-district, Pangururan sub-district and Simanindo sub-district in Samosir Regency. The sampling technique in this study was non-probability sampling as many as 135 respondents. Methods of data analysis using multiple regression analysis. The results of the study show that Attraction (X1) has an influence on visitor satisfaction. Accessibility (X2), has an influence on visitor satisfaction.

## **INTRODUCTION**

Tourism destinations have an important role in implementing development for the realization of sustainable development, namely in the form of making a real contribution to the development of regions and cities that are sustainable, so that justice and prosperity for the people of Indonesia can be achieved. The role of natural resources in this case is very important because it is the object of regional development or development. Natural resources (SDA) are anything obtained from the physical environment to meet the needs and desires of mankind.

The potential of Lake Toba as a natural tourism destination is enormous. Almost all areas have an extraordinary beauty value. Many mysteries from various sides of Lake Toba have yet to be revealed, or have even been destroyed before the secret is known. The Samosir mainland, which was originally formed and was not separated from the mainland of Sumatra, must have its own unique flora and fauna, and not even much data on these endemic flora and fauna has been obtained, even though most of the forest areas on the mainland of Samosir have been damaged. Because of its unique potential, the Lake Toba Region has been designated as a National Strategic Area, namely as an area where tourism destinations are prioritized.

The Lake Toba area has also been proposed to become a member of the Global Geopark Network (GGN) which was established in 1998 by UNESCO. The commitment that must be fulfilled as a member of the geopark is to conserve the heritage of the geological park (geopark) while at the same time encouraging ongoing research and development by the government and from the community around the Lake Toba area.

The tourism industry is one of the largest industries and is the service sector with the fastest growth that can support the progress of an area with a multiplier effect, namely having the ability to develop other sectors, for example in the industrial sector such as the handicraft industry, the souvenir industry, lodging and transportation. One of the tourist attractions in Indonesia which is an attraction for tourists is Samosir Island (North Sumatra). Samosir Island is located in Samosir Regency which was only legalized in 2005 as a Tourism Regency. To find out tourist satisfaction in visiting Samosir Island, 2 attributes were used in this study, namely: tourist attractions (attraction), accessibility to tourist attractions (accessibility) as the subject matter in this article.

## **LITERATURE REVIEW**

### **Tourism Development**

Tourism has now become a basic need for most people. The term is already familiar to our ears. In essence, tourism is a process of traveling temporarily from one person or more to another place outside their place of residence. The impetus for his departure was due to various interests, whether due to economic, social, cultural, political, religious, health interests, or other interests such as just being curious, gaining experience, or even learning (Suwanto, 1997).

The term tourism is closely related to the notion of tourism travel, namely as a change in a person's temporary residence outside his place of residence for a reason and not to carry out activities that generate wages. Thus it can be said that a trip is carried out by a person or more with the aim of, among other things, getting enjoyment and fulfilling the desire to know something. It can also be due to interests related to sports activities for health.

Tourism definitions have been standardized into a law, namely Law no. 10 of 2009 concerning tourism, what is meant by tourism is various kinds of tourism activities supported by various facilities and services provided by the community, entrepreneurs, the Government and Regional Governments.

Tourism activities are multidimensional activities, not only related to technology, but also very closely related to social, religious, cultural, artistic, beauty, culture and the environment, so that tourism activities require not only human resources with high knowledge and always keep up with technological developments quickly, but a touch of need and preservation needs to be considered (Andika, 2003). According to Soekadijo (2000) tourism is all activities in society related to tourists, while tourists are people who travel from their place of residence without settling in the place they visited.

### **The Concept of Management of Tourism Areas**

In managing tourist areas, it is necessary to pay attention to the 4ASC concept, especially for the management of tourist destinations in Indonesia. The 4ASC concept stands for attraction, accessibility, amenities, ancillary, safeness, and comfort. The first four we have often heard in the tourism literature. However, the last two need to be a concern in tourist areas in Indonesia, including in the tourist area of Lake Toba. Sibarani, Robert (2017: 1), explains that the development of tourism objects through the 4ASC concept, is as follows:

#### 1) Attraction

Attraction is a tourist attraction that can attract tourists to come and stay at a tourist destination. This attraction factor encourages tourists to visit it. This attraction deals with what to see and what to do "what can be seen and what can be done" by tourists in tourist areas. This attraction is closely related to local cultural traditions that can attract tourists because they are unique and different from the places where tourists come from.

#### 2) Accessibility

Accessibility is the facilities and infrastructure available in tourist areas, for example the availability of roads, travel companies, guide signs and travel guides. Accessibility to tourist destination locations is related to cultural traditions.

#### 3) Amenity

Amenities are supporting facilities that can meet the needs and desires of tourists while at tourist sites. Amenities include the availability of accommodation such as homestays, transportation, restaurants, catering services, parking, places of worship, health clinics, toilets and others.]

4) Ancillary (Ancillary)

Ancillary is the availability of organizations, groups and individuals who manage or manage tourist destinations so that destinations can be managed in a sustainable manner. Ancillary in this tourist area can also be related to cultural traditions and local wisdom.

5) Safeness

Safeness is a guarantee of protecting the security of tourists, both from physical crime or other crimes in tourist areas. This security is very important, especially for tourist destinations in Indonesia. This relates to the role of local wisdom in the development of tourist areas.

6) Comfort

According to Robert Sibarani (2017) The 4ASC concept will be able to attract tourists, encourage them to come to tourist areas, make them feel at home in the area, make them feel cared for, guarantee them a safe and comfortable stay in the area. A tourist area such as the Lake Toba Tourism Area will further develop if the continuation of the 4ASC concept is implemented.

## **METHODOLOGY**

This type of research uses quantitative research methods. According to Sugiyono (2018), the quantitative method can be explained as a research method based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, data analysis is quantitative/statistical, with the aim of testing established hypotheses. Data collection techniques are methods used by researchers in collecting research data using research instruments. Research instruments are tools or tools used by researchers in collecting data so that their work is easier and the results are better, in the sense that they are more accurate, complete and systematic so that they are easier to process. Primary data sources are data sources obtained directly from subjects related to research. The primary data in this study are the data from filling out the questionnaire and the results of interviews with tourism visitors in Samosir Regency.

## **RESEARCH RESULT**

Samosir Regency has 9 subdistricts including Harian District, Nainggolan District, Onan Runggu District, Palipi District, Pangururan District, Ronggur Nihuta District, Sianjur Mulamula District, and Simanindo District. In this study, there are tourist attractions in Samosir Regency, namely Sampuran Efranata Waterfall, Daily District, Pandang Tele Tower, Daily District, Pasir Putih Beach, Pangururan District, Holbung Hill, Daily District, Togaraja, Daily District, Aek Rengat Hot Springs, Pangururan District, Bukit Sibebea, Harian District, Ulos Huta Raja Village, Pangururan District, and Tomok Village, Simanindo District. Samosir Regency has 9 Districts including Harian District, Nainggolan District, Onan Runggu District, Palipi District, Pangururan District, Ronggur Nihuta District, Sianjur Mulamula District, and Simanindo District. The selected tours in this study were visitors to tourist

attractions in 3 subdistricts, namely Harian District, Pangururan District and Simanindo District in Samosir Regency.

The reason for only choosing 3 sub-districts out of 9 sub-districts in Samosir Regency is because only 3 sub-districts are visited by many tourists. The results of the respondents' answers from each statement item are presented in table form as follows.

**Table 1. Respondent Answers Attraction Variable (X1)**

No	Question	Alternative Answers										Mean s	cat.
		ST P (1)	%	T P (2)	%	K P (3)	%	P(4 )	%	SP(5 )	%		
1	Are you satisfied with the scenery at the Waterfall	-	-	1	0.7	19	14.1	74	54.8	41	30.4	4.15	Satisfied
2	Are you satisfied with looking at the river flow from the waterfall	-	-	1	0.7	21	15.6	78	57.8	35	25.9	4.09	Satisfied
3	Are you satisfied with the view of the hills on Sibebea Hill	-	-	3	2.2	25	18.5	76	56.3	31	23.0	4.00	Satisfied
4	Are you satisfied with the view of the lake in the Sibebea Hill area?	-	-	2	1.5	28	20.7	78	57.8	27	20.0	3.96	Satisfied
5	Are you satisfied with the view of the road leading to Sibebea Hill	-	-	2	1.5	19	14.1	84	62.2	30	22.2	4.05	Satisfied
6	Are you satisfied with the view of the hills on Holbung Hill	-	-	4	3.0	25	18.5	82	60.7	24	17.8	3.93	Satisfied
7	I really like	-	-	2	1.0	20	14.0	79	58.0	34	25.0	4.07	Satisfied

	the hill view in Tuk Tuk				5		8		5		2		d
8	Are you satisfied with the view of the lake in the Tuk Tuk area	-	-	2	1.5	22	16.3	79	58.5	32	23.7	4.04	Satisfied
9	Are you satisfied with the discovery of ulos batak in typical Batak houses in Ulos Huta Raja Village, Lumban Village, Suhi-Suhi Toruan?	-	-	3	2.2	22	16.3	84	62.2	26	19.3	4.01	Satisfied
10	Are you satisfied with the view of the hills in Togaraja	-	-	3	2.2	22	16.3	84	62.2	26	19.3	3.99	Satisfied
11	Are you satisfied with the view of the lake in the Togaraja area	-	-	1	0.7	18	13.3	75	55.6	41	30.4	4.16	Satisfied
12	Are you satisfied with the hot springs in Rengat Panggururan	-	-	2	1.5	21	15.6	87	64.4	25	18.5	4.00	Satisfied
13	Are you satisfied with the sigale gale dance which attracts tourists	-	-	3	2.2	17	12.6	85	63.0	30	22.2	4.05	Satisfied
14	Are you satisfied with visiting Sidabutar's old tomb?	-	-	1	0.7	18	13.3	82	60.7	34	25.2	4.10	Satisfied

The results of the questionnaire answers obtained from 135 respondents in this study for the attraction variable (x1) are as follows:

1. The biggest respondent's answer is satisfied, amounting to 74 people or 54.8%. This is because the scenery in the Waterfall area is very beautiful and makes tourists continue to visit to enjoy the view of the waterfall.
2. The biggest respondent's answer is satisfied, amounting to 78 people or 57.8%. This is because the view of the river flow is quite good but the murky color of the water makes some tourists not dare to go down into the river.
3. The biggest respondent's answer is satisfied, amounting to 76 people or 56.3%. This is because this is because the scenery in the Sibebea hill area is very beautiful and makes tourists continue to visit to enjoy the view of the hill.
4. The biggest respondent's answer is satisfied, amounting to 78 people or 57.8%. This is because the view of the lake from the hill area is very beautiful so many tourists come to take photos in the hill area, but one of the drawbacks of the hill area is that there is no place to take shelter if tourists are caught in the rain or heat.
5. The biggest respondent's answer was satisfied, amounting to 84 people or 62.2%. This is because tourists are satisfied with the streets along the hill showing the beauty of the lake along the way.
6. The biggest respondent's answer is satisfied, amounting to 82 people or 60.7%. This is because tourists really like the view of the hills in Holbung and many also make Holbung one of the favorite places for pre-wedding photos.
7. The biggest respondent's answer is satisfied, amounting to 79 people or 58.5%. This is because the view of the hills in Tuk Tuk is beautiful.
8. The biggest respondent's answer is satisfied, amounting to 79 people or 58.5%. This is because visitors are happy with the views of the hills in the Tuk Tuk area.
9. The biggest respondent's answer is satisfied, amounting to 80 people or 59.3%. This is because many tourists make Tuk Tuk as one of the first destinations they visit when they are in Samosir.
10. The biggest respondent's answer is satisfied, amounting to 80 people or 59.3%. This is because many tourists like to visit Togaraja for camping because of the beautiful hills.
11. The biggest respondent's answer was very satisfied, amounting to 75 people or 55.6%. This is because many tourists like the view of the lake in the Togaraja Area.
12. The biggest respondent's answer was satisfied, amounting to 87 people or

64.4%. This is because many tourists come to enjoy the Hot Springs on holidays.

13. The biggest respondent's answer is satisfied, amounting to 85 people or 63.0%. This is because many tourists are satisfied with the performance of the Sigale-Gale dance.
14. The biggest respondent's answer is satisfied, amounting to 82 people or 60.7%. This is because many tourists like to visit the Sidabutar Old Cemetery, but there are some tourists who feel dissatisfied because no one explains the history of the Sidabutar Old Cemetery when tourists come.

**Tabel 2. Respondents' Answers Variable Accessibility (X2)**

No	Question	Alternative Answers										Means	Category
		STP (1)	%	TP (2)	%	KP (3)	%	P (4)	%	SP (5)	%		
1	Are you satisfied with road signs to Sampuran Efrata Waterfall	-	-	5	3.7	50	37.0	74	54.8	6	4.4	3.60	Satisfied
2	Are you satisfied with access road to the Waterfall location	-	-	5	3.7	56	41.5	73	54.1	1	0.7	3.52	Satisfied
3	Are you satisfied with road signs leading to Sibebea Hill	-	-	4	3.0	47	34.8	78	57.8	6	4.4	3.64	Satisfied
4	Are you satisfied with access road to Sibebea Hill	-	-	-	-	49	36.3	80	59.3	6	4.4	3.68	Satisfied
5	Are you satisfied with road signs to Holbung Hill	-	-	1	0.7	57	42.2	76	56.3	1	0.7	3.57	Satisfied
6	Are you satisfied with access road to Holbung Hill	-	-	6	4.4	41	30.4	81	60.0	7	5.2	3.66	Satisfied
7	Are you satisfied with road signs to Tuk Tuk	-	-	1	0.7	55	40.7	73	54.1	6	4.4	3.52	Satisfied
8	Are you satisfied with access road to Tuk Tuk	-	-	1	0.7	60	44.4	71	52.6	3	2.2	3.56	Satisfied
9	Are you satisfied with road signs leading to Kampong Ulos Huta Raja, Lumban Village, Suh Suhi Toruan	-	-	-	-	55	40.7	75	55.6	5	3.7	3.63	Satisfied
10	Are you satisfied with access to the road to Kampong Ulos Huta Raja Lumban Village Suh Suhi Toruan is good	-	-	3	2.2	48	35.6	82	60.7	2	1.5	3.61	Satisfied
11	Are you satisfied with access road to Togaraja is good	-	-	1	0.7	44	32.6	47.4	49	43.0	3.68	Satisfied	
12	Are you satisfied with road signs leading to Aek Rengat Panggururan are clear	-	-	-	-	50	37.0	82	60.7	3	2.2	3.65	Satisfied
13	Are you satisfied with access road to Aek Rengat Panggururan Bagus	-	-	3	2.2	51	37.8	79	58.5	2	1.5	3.69	Satisfied
14	Are you satisfied with road signs leading to Tomok village are clear	-	-	3	2.2	39	28.9	90	66.7	3	2.2	3.61	Satisfied
15	Are you satisfied with access road to Tomok village is good	-	-	-	-	54	40.0	80	59.3	1	0.7	4.07	Satisfied

Table 2, the results of the questionnaire answers obtained from 135 respondents in this study for the accessibility variable (x2) as follows:

1. The biggest respondent's answer was satisfied, amounting to 54.8 people or 48.2%. This is because tourists are happy with the road signs leading to the Waterfall and there are also some tourists who do not know the existence of the Waterfall.
2. The biggest respondent's answer is satisfied, amounting to 73 people or 54.1%. This is because many respondents feel that the road access to the Waterfall is good.
3. The biggest respondent's answer is satisfied, amounting to 78 people or 57.8%. This is because tourists are happy with road signs leading to Sibea Bea Hill.
4. The biggest respondent's answer is satisfied, amounting to 90 people or 59.3%. This is because many respondents feel that the access road to Sibea Bea hill is good.
5. The biggest respondent's answer is satisfied, amounting to 76 people or 56.3%. This is because tourists are happy with road signs leading to Holbung Hill.
6. The biggest respondent's answer is satisfied, amounting to 81 people or 60.0%. This is because many respondents feel that the access road to Holbung Hill is good, but there are several road areas that have no boundaries so that if a landslide hits tourists.
7. The biggest respondent's answer is satisfied, amounting to 73 people or 54.1%. This is because tourists are happy with road signs leading to Tuk Tuk.
8. The biggest respondent's answer is satisfied, amounting to 71 people or 56.6%. This is because many respondents feel that the access road to Tuk Tuk is good.
9. The biggest respondent's answer is satisfied, amounting to 75 people or 55.6%. This is because the signs leading to Kampong Ulos Huta Raja, Lumban Suhi Toruan Village are clearly visible.
10. The biggest respondent's answer is satisfied, amounting to 82 people or 60.7%. This is because the access road to Kampong Ulos Huta Raja, Lumban Suhi Village, is not far from the main road.
11. The biggest respondent's answer was satisfied, amounting to 87 people or 64.4%. This is because many tourists think that the access road to Togaraja is good, it's just that it is far from the main road and there are still several roads that have not been paved.

12. The biggest respondent's answer is satisfied, amounting to 82 people or 60.7%. This is because the road signs leading to Aek Rengat are not too difficult and easy to find.
13. The biggest respondent's answer is satisfied, amounting to 79 people or 58.5%. This is because the access road to Aek Rengat is not too difficult and easy to find.
14. The biggest respondent's answer is satisfied, amounting to 90 people or 66.7%. This is because the road signs indicating the way to Tomok are very clear and easy to find.
15. The biggest respondent's answer is satisfied, amounting to 80 people or 59.3%. This is because the access road to Tomok village is very easy to reach and the road to Tomok village is also good

## **DISCUSSION**

Attraction is a tourist attraction that can attract tourists to come and stay at a tourist destination. This attractiveness factor encourages tourists to visit it. The scenery in tourist attractions, one of which is a Waterfall which has a good view, but behind the beautiful scenery of the Waterfall there are things that make visitors feel unsatisfied because the water is murky so that visitors don't dare to go down into the river's water flow. The Sibea Bea area has beautiful views of the hills so that visitors can enjoy and capture the moment on every hill in the Sibea Bea area. You can also see the beauty of Lake Toba from the Sibea Bea Hill Area. But behind the beauty that can be enjoyed in the Sibea Bea Hill area,

Visitors are also satisfied with the scenery in the Tuk Tuk area. Tuk Tuk is one of the favorite destinations in Samosir Regency. For the Togaraja area, visitors really like camping in the Togaraja area because of the beautiful hills and views of Lake Toba. Beautiful scenery can make visitors feel satisfied and will come back to tourist attractions. This is in line with research conducted by Dian Pramita Sari, Galing Yudana that tourist preferences have a positive relationship with the possibility of tourists visiting tourist destinations again.

Accessibility is the facilities and infrastructure available in tourist areas, for example the availability of roads, travel companies, signposts and travel guides. Accessibility to tourist destination locations is related to cultural traditions. Many of the signs in tourist spots in Samosir district are not clear, one of which is a tourist spot to go to the Waterfall. Many visitors do not know where the Waterfall is located.

There are also many visitors who do not know the location of the village of Ulos Huta Raja, Lumban Suhi village, even though the location of the village is not far from the main road. But there are also many tourist

attractions that are clear with signs to these tourist attractions. one of them is Tuk-Tuk, Holbung Hill, Sibea Bea Hill, and many other tourist attractions. If many visitors know the location of each tourist spot, it will make it easier for them to go to tourist attractions accompanied by good road access. This can make visitors feel satisfied having visited these tourist attractions. This is in line with research conducted by Komsu, Koranti, Sriyanto,

## CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research from the theory presented by the researcher in the previous sections, this study can be concluded as follows:

1. Attraction (x1) has an influence on visitor satisfaction. This is shown from the results of the t test, where  $t_{count} (8,509) > t_{table} (1.98)$ , this means that partially Attraction has an effect on visitor satisfaction in Samosir district.
2. Accessibility (x2), has an influence on visitor satisfaction. This is shown from the results of the t test, where  $t_{count} (5,853) > t_{table} (1.98)$ , this means that Accessibility partially affects visitor satisfaction in Samosir district.

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