

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter provides the definition of facility, definition of infrastructure, definition of tourist satisfaction and the history of Taman Purbakala Kerajaan Sriwijaya.

#### **2.1 Facility**

Suwantoro (2005, p.7), says that "facility is the complement in the tourism destination to fulfill the tourists needs when they enjoying their trip. The main facility that should have to provide in the tourism destination such as accommodations, restaurant, public facility, tour guide, and souvenir shops area". From the statement above, it can conclude that facility is all of the things that should provide in the tourism destination to fulfill the tourist's needs.

According to Mill (2000, p.24) "Facility is the important thing that tourists needed in the tourism object and attraction. The component of facility is accommodation of hotel, restaurants and shopping area. Furthermore, the availability of facilities in the tourism objects will make tourists satisfied has visited the tourism object in that place. From the statement above, it can conclude that tourist will feel satisfied if in the tourism object have a good facility.

Mardiyani in Tjiptono (2010, p.25) says that, "The availability of a good facilities in the tourism object will make a good interaction between tourist and the author of tourism object". Therefore tourism object have to provide a good facilities to the tourists so that tourist will have a good perception and satisfied to the tourism object.

### **2.1.1 Kinds of tourism facility**

Suwantoro (2004, p.22) divided facility as following:

#### **1. Accommodations**

An accommodation is the needs of tourists who visit the tourism object for a while. They need accommodation for rest before the next tourism activities. With a good accommodation in the tourism object, tourists can stay for a longer time and enjoy the attractions in that place. Some factors that affect tourists to choose accommodation is price, location, and the security of the accommodation itself.

Furthermore, the accommodation in that tourism object have to had a strategic location or not far from the tourism object, also can ensure the safety in that area to make tourist comfortable.

#### **2. Places to eat and drink**

One of the purposes people visit tourism object is to enjoy all of the facility and service quality at that place. Therefore, the tourism objects have to complete the facility and service quality to the tourist. One of the things that include in facility is the restaurant or place to eat and drink. It will be very important in a tourism object when there are many tourists that do not bring lunch. Sometime tourist is more often to buy a meal in that area of tourism object than bring it from home. There are some factors that are to be a consideration by tourist when they choose a place to buy a meal which they need in the tourism object such as: type and variety of food offered the quality of food beverages, service provided, the price level, the cleanliness of the restaurant, and so forth.

#### **3. Public Facility**

Public facility in the tourism object is a place that used together by tourist who visit the tourism object such as: toilets, park or rest area, mosque and so on. The constructions of public facilities in tourist destination have to be tailored accordance to the tourist needs.

#### **4. Tour guide**

Tour guide is a person who accompany group of tourist object to see the tourism object area and explain all about facts that related to the its tourism object. Tour guide have to give a fact explanation to tourist. Therefore tour guides have to have a deep knowledge about history and tourism in that city.

#### **5. Souvenir shops area**

Shopping is one of the activities that often doing by tourist in the tourism object. Tourists usually want to buy something as a souvenir from the tourism object that they visit. Souvenir shops usually sell many kinds of products from that area and it will different in each tourism object. The existence of souvenir shops will make tourist easy to know the characteristics of place that they have visited.

### **2.2 Infrastructure**

According to the Suwanto (2011, p.21), "Infrastructure is a natural resources and human-made resources that must be used by tourists on their way to tourist destinations, such as: roads, accessibility, electricity, water, telecommunication, terminal, bridge. In addition there are another infrastructure that tourist needed and it should be provided in tourist destinations, such as banks, pharmacies, hospitals, gas stations, center - a shopping center, barber shop, and so forth.

In carrying out the development of tourism infrastructure is necessary to make coordination between the tourism object and government (tourism department).But, the role government to improve infrastructure in tourism object is more dominant because government hold the budget to run its development. Furthermore, the government also can take the double benefit such as: to improve the economic development and to increase business opportunity.

### 2.2.1 Kinds of Infrastructure

The following necessary infrastructure in tourism destination based on the Suwanto (2005, p.23)

a. Accessibility

Accessibility is one of the components in tourism is the accessibility or the transfer of a person from one place to another.

b. Transportation

Transportation is the main mean to carry passenger, that is, the tourists, to the actual site where tourism destination services and performed.

c. Irrigation System

It includes water distribution, waste water disposal systems.in tourism destination.

d. Electricity and Energy

It includes electricity and energy sources and distribution network is a vital part for the implementation of the provision of adequate tourist facilities.

e. System of transit lines

It includes terminals that will facilitate tourists to visit the tourism attractions.

f. Communication Systems

It includes communication that facilitates the tourists to get information quickly and accurately.

g. Security

It includes system that provides convenience in a variety of sectors for the tourists. Security at the terminal, on the roads, and in the tourism object will increase the satisfaction of tourist.

## 2.3 Tourist Definition

In this paper the definition of tourist is any person traveling from his home to visit another place to enjoy the journey as well as their visit. From several limitations that have been mentioned above, it is generally acquired traits about a person called as a tourist, is: the trip is done more than 24 hours, the trip is only for a while, and people who travel for a living was not in place or country he visited.

The tourists also have a motive to hold a tour. Travel motives are divided into four groups in Yoeti McIntosh (2008; p.23)

- a. Physical motives. This motif is related to the corporeal / physical such sport, rest, health, and so on.
- b. Cultural motives. This motif is the nature of the rating that they want to learn or understand the rules and culture of the nation or other areas such as customs, daily life, music, dance, and so on.
- c. Interpersonal motives. This motif is born from the desire for tourists met with family, friends, neighbors, or certain people such as artist or politician.
- d. Prestige motives. This motif is based on the assumption that people who have visited the place / area exceeds others who have never traveled will increase the prestige of even status.

### 2.3.1 Types of Tourist

Based on the nature of the trip, the location where tourists can travel is clarified as follows (Yoeti, 2009: p.17)

- a. Foreign Tourist or foreign tourist is a person who to travel that comes into the country another who is not a country where he normally lived term foreign travelers today popularly known as Travelers Abroad.
- b. Domestic Foreign Tourist are foreigners who stay or residing in a country who travel the tourist areas of the country where he lives. The person is not citizens of the country where it is located but foreign citizens (WNA) of duty and settles and stayed in position a country.

- c. Domestic Tourist is Guest of the Interior in a citizen who travels the country such tourist Travelers archipelago known premises.
- d. Indigenous Foreign Tourist is a citizen of a particular country his duty or residing abroad and return to A native of States to tour in the region its own.
- e. Transit is a Tourist travelers who are traveling without a certain country by boat or air ships or trains are forced to stop by airport / station instead of his own volition. Usually it occurs when there is changes of transport used for continue the journey to the destination or add to passenger or refuel and then continue on to original purpose. Quite a long time to turn that is used by passengers for the tour.
- f. Business Tourist is a person who traveled to another purpose is not tourism, but it was done after the tour its main purpose is complete. So the tour is secondary drive after primary goal.

#### **2.4 Tourist Satisfaction**

According to Tjiptono (2004, p.148), “tourist satisfaction is a comparison between the performances of the products produced by the performance perceived by travelers.

There are several methods that can be used every company in measure or monitor their customer satisfaction (Tjiptono, 2004, p.148 – 149)

- a. Complaints system and the target  
Every customers oriented company that needs to provide the widest possible opportunity for its customers to submit suggestions, opinions, and their complaints. The media can be used, among others, suggestions, complaints boxes, comment cards, and providing a dedicated phone line.
- b. Customer satisfaction survey  
The survey can be conducted by questionnaire, by post, telephone or personal interview. Through the survey, the company will obtain a responses and feedback directly from customers and also gives a positive sign that the company is paying attention to its customers. Measurement of

customer satisfaction through this method can be done in various ways, among others:

c. Reported directly Satisfaction

A measurement is made directly through the questions, such as the phrase "how satisfied are you with the services of PT. X on the following scale: very satisfied, satisfied, dissatisfied, and very dissatisfied.

d. Derived Dissatisfaction

Questions is regarding the two main things, namely the magnitude of customer expectations towards certain attributes performance they feel.

e. Problem Analysis

Customers who used the respondents were asked to reveal two main things. The first is the problems that they face relating to the offering of the company. The second is the suggestions for improvement.

f. Importance Performance Analysis

The companies asked me rank the various elements (attributes) of the bid bases on the degree of importance of each of these elements. It also prompted to rank how well the company's performance in each element / attribute is.

g. Ghost Shopping

The company told certain people at certain companies or its own to act as a buyer / potential customers and competitors products companies. Shopper Ghost will report its findings regarding the strengths and weaknesses of the company and competitor products.

h. Lost Customer Analysis

The company try to contact customers who have stop buying, which is expected to obtain information about why this happens. The information obtained would be very beneficial for the company in decision making.

## ***2.5 Taman Purbakala Kerajaan Sriwijaya***

### ***2.5.1 History of Taman Purbakala Kerajaan Sriwijaya***

*Taman Purbakala Kerajaan Sriwijaya* or formerly known as Karanganyar site area parks and gardens associated with the kingdom of Sriwijaya which lies north bank of the Musi river in the city of Palembang , South Sumatra In this area found a network of canals, ditches and ponds are neatly organized and regularly which ensures that this area is man-made, so it is believed that the center of the kingdom of Sriwijaya in Palembang is located at this site. In this area is found many ancient relics that indicate that this area was once a center of human settlement and activities center.

In an unbelievable location as the rest of the park's kingdom of Sriwijaya period found artifacts that reveal the daily activities of society, such as beads, brick structure, resin, rope fibers, ceramics, and the rest of the boat. These findings obtained during the construction of the Archaeological Park of Sriwijaya and rescue activities through the findings around the region. Reconstruction of ceramic fragments found showed that many use jars, urns, jars, bowls, and plates. While based on the reconstruction of the rest of the pottery suggests the use of various forms of furnace or brazier, jug, crockery, jars, bowls, and even tile. This set of findings shows how crowded the daily activities of people living in this area in the past.

This site primarily displays the structure of water in the form of ponds, artificial islands and moat whose existence is evidence of human presence settle into a fairly long period of time. It is estimated that the population used to inhabit the area Karanganyar canal digging trenches or ditches as Suak Single, good drainage system to channel the water flood deterrent and as a means of transportation to connect the inland areas around the site with the river Musi.

In 1985 archaeological excavations and continued in 1989. From this excavation findings found many shards of pottery, ceramics, beads, and brick structure. Based on the analysis of Chinese ceramics found in this region comes from the Tang dynasty (VII-X century AD), Sung (X-XII centuries AD), Yuan (XIII-XIV centuries AD), and the dynasty Qing (XVII-XIX century M) which



generally consists of jars, tubs, bowls, and plates. While the excavations were carried out in the island Cempaka managed to recall the rest of the building a brick structure at a depth of 30 cm with an east-west orientation.

In addition to a network of canals, ponds and brick structure, this site cannot be found in the legacy of the temple or former palace significant. This is in contrast with the site Muaro Jambi which has a legacy of temple building made of red brick.

Archeologists found fewer sightings of the building because of the location of this site. Sriwijaya maritime empire is located on the banks of rivers and dense forests in Sumatra. Because there are no volcanic stone stores, religious buildings, palaces, and houses made of wood or brick. As the result, it is easily to damage buildings in a matter of a maximum of 200 years. Couple with high levels of humidity and the possibility of regular flooding of the river Musi flood nearby that can easily damage the wood and brick building.

Based on the interpretations and findings from the 1984 aerial photographs indicated that the site displays the shape of the building Karanganyar water, which is a network of canals, ditches, ponds and artificial islands arranged neatly. This site is certain are man-made. The building consists of a pool of water and the two islands and the square rectangular, and trench covers an area of 20 hectares. A series of canals, artificial islands, and other parts of the site show Karanganyar as works of landscape architecture associated with building water.

By the government of South Sumatra region was restored, canals trimmed to be a kingdom of Sriwijaya Archaeological Park, which was inaugurated by President Suharto on December 22, 1994. In the park there is ancient Sriwijaya Museum, which is the center of the site and finding information about Sriwijaya in Palembang. At the center of this web site is the pyramid architecture pavilion adjoining the typical Palembang stored replica Kedukan Bukit Inscription in a glass box. This inscription tells about the trip Siddhayatra Dapunta Hyang is regarded as a milestone establishment Sriwijaya empire. After more than a decade established, functioning as the Archaeological Park of Sriwijaya Information Center and as a cultural tourist attraction in Palembang.

### **2.5.2 Location of *Taman Purbakala Kerajaan Sriwijaya***

The site is located in Jalan Syakhyakirti Karanganyar, Karanganyar Village, District Gandus, Palembang city. Its Located on the alluvial plains in the meanders of the Musi River Musi River face meeting with Ogan and Kramasan River. Musi River's northern hemisphere has long been known as a location of a number of archaeological sites from the 7th century until the 15th century AD, including the site Kambang Unglen, Padang Cotton, Field shingles, and Hill Seguntang located close to the site of Karanganyar.

Karanganyar sites generally have a height less than 2 meters from the surface of the river Musi. It is located approximately 4 kilometers southwest of Palembang city center, exactly in the south Mount Seguntang. The Archaeological Park can be reached from the city center by public transport Palembang with Ladder Tank-Gandus majors.

Karanganyar site is divided into three sub sites, namely Karanganyar sub site 1, 2, and 3. Biggest thing is sub site Karanganyar 1 form a pool housed in rectangular longitudinal north-south direction measuring 623 x 325 meters. In the middle of the pond there are two islands, namely the island of Jackfruit and Cempaka Island. Jackfruit island measuring 462 x 325 meters, while Cempaka Island measuring 40 x 40 meters. Nangka Island surrounded by trenches measuring 15 x 1190 meters. Karanganyar sub site 2 is located in the southwest is a swimming pool and a small one, in the middle there is a small island square with a size of 40 x 40 meters. Karanganyar 3 sub site is in the east sub site Karanganyar 1 with a square floor plan measuring 60 x 60 meters.

All three sub sites were connected by trenches totaling seven. 1 is the longest trench, which is 3 kilometers with a width of 25 to 30 meters. These trench by trench Soak locals named Bujang. 1 is parallel to the trench 2 to 1.6 kilometers long.

The trench is located in the south sub site Karanganyar 1 and 3. Tip trench is derived from Karanganyar sub site 2, while the eastern and end in Musi River. Trenches 1 and 2 associated with trench 3 is located between sub sites 1 and 3. 3 long trench about 700 meters north-south longitudinal. There is still another

trench parallel to the trench 3, is trenches 4 and 5 are located on the west sub site 1. In the south of the trench 4 and 5 end up in the ditch. 2. From the trenches 2 there are two trenches that empties into the southern end of the Musi River, which is trench 6 and 7.

### 2.5.2 Heritage

#### 1. Steering of the ship

One of the interesting things in the exhibition hall TPKS is discovery of steering the ship with a length of 8 m. Discovered in 1960 in Palembang river bank. It is estimated that this is part of the larger vessels that used to be able to wade through the ocean. Given these findings will prove the greatness of Sriwijaya Maritime Empire.

#### 2. Currency

The currency used is the Chinese currency from several periods, from the Song Dynasty to the Ming Dynasty. The sample which is exhibited is a discovery of the Cape of the King, OIC. This currency is derived from the Song Dynasty (960 - 1279 AD) during the reign of Emperor Shen Zhong and Xi - ning (1068 - 1078 AD). In it there is an inscription which reads: Xi Ning zhong bao.

#### 3. Ceramics

There are various types of ceramics that became a commodity trading during the Sriwijaya kingdom, such as bowls, jugs, and jars. There are various kinds of ceramics from China, Thailand and Vietnam. Found in Coral Newer.

#### 4. Pottery

From the results on the site excavation Revent Reef, discovered pottery various kinds consisting of various forms of jug, pot and pans.

#### 5. Beads

Beads - Beads are the oldest type of commodity trade in the history of the kingdom of Sriwijaya. There are two types of beads - beads in terms of materials, is stone and glass. Producing beads - biggest beads found in the Coral Newer World. It is estimated that this site is where semen

production - the largest local bead around age 7-13 M. In addition, there are types of beads - beads are imported from various countries such as India, China and Southeast Asian countries.

#### 6. Inscription

There are 9 inscriptions found in the Sriwijaya empire is as follows:

- a. Kedukan Bukit Inscription
- b. Talang Tuo Inscription
- c. Kota Kapur Inscription
- d. Telaga Batu Inscription
- e. Boom Baru Inscription
- f. Inscription Palas Pasemah
- g. Inscription Rock Ponds
- h. Inscription Short "Siddhayatra"
- i. Inscription on Gold Plates

#### 7. Stupika

Stupika is a small stupa made of clay, baked or dried with drying alone. Inside there stupika stamp clay tablets shaped like a sphere with a cap on spell - a spell of Buddhism.

#### 8. Statue

Statues in the museum there is a statue TPKS - relics of Buddhist statues and Hindu. ARCA is an important tool in the religious life.

- a. Statue of Buddha
- b. Statue of Buddha Tingkip
- c. ARCA Awalokiteswara
- d. Statue of Buddha
- e. Statue of Vishnu
- f. ARCA Awalokiteswara II
- g. Statue Bronze Maitreya
- h. Statue of Shiva Mahadeva
- i. Statue of Ganesha
- j. Statue of Shiva Mahadeva II

- k. ARCA Budha II
- l. ARCA Budha III
- m. Statue of Shiva Maha Guru
- n. Statue of Nandi
- o. The Bronze statue of Brahma, Shiva, Vishnu.

## 2.6 Previous Research

Sugiyono (2008, p.131) mentioned that the interpretation of the coefficient interval and the level of correlation. He mentioned that the coefficient of 0.0 until 0.199 means that the correlation is very weak; the coefficient of 0.20 until 0.399 means that the correlation is weak; the coefficient of 0.40 until 0.599 means that the correlation is fair; the coefficient of 0.60 until 0.799 means that the correlation is strong; the coefficient of 0.80 until 1.000 means that the correlation is very strong.

Putri (2012) studied the contribution of tourism facility to the tourist satisfaction at Wana Wisata Ranca Upas Kabupaten Bandung. The results showed that the variable of tourist facility has a positive significant effect towards tourist satisfaction. It can be seen that the correlation was 0.701. This means that the relationship between the two variables is strong. It means that the better the tourist facilities, the higher the satisfaction of the tourist.

Nurmalina (2006) studied the contribution of facility, price to the tourist satisfaction at Kebun Wisata Pasir Mukti , Bogor. The results showed that the variable of facility has a positive significant effect towards tourist satisfaction. It can be seen that the correlation was 0.685. This means that the relationship between the two variables is strong. It means that the better the tourist facilities, the higher the satisfaction of the tourist.

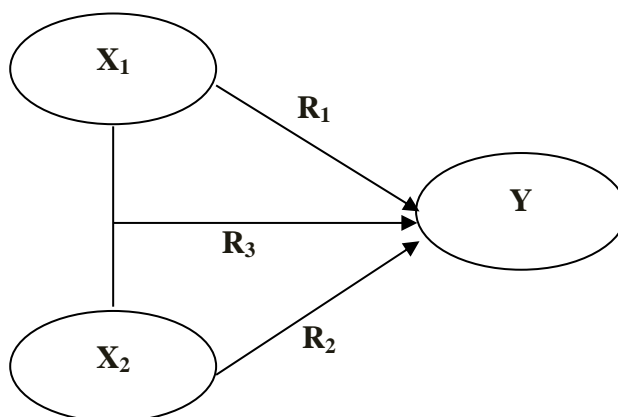
Research conducted by Rahman (2013) which examines The Influence of Facilities and Price Towards Tourist Satisfaction in the Garden Fishing Ngerembel Asri, Mount Towards Pati, Semarang. The results showed that the variable of facility has a positive significant effect towards tourist satisfaction. It can be seen that the correlation was 0.489. This means that the

relationship between the two variables is strong. It means that the better the tourist facilities, the higher the satisfaction of the tourist.

Research conducted by Hardiyati (2010) which examines The Influence of Facilities towards Visitor Satisfaction in the Tea Garden Pagilaran. The results of showed that the variable of facility has a positive significant effect towards tourist satisfaction. It can be seen that the correlation was 0.517. This means that the relationship between the two variables is strong. It means that the better the tourist facilities, the higher the satisfaction of the tourist.

## 2.7 Theory

This current research was a correlational one. It was a multivariate correlation research. There were three variables in this current research; they were the facility, infrastructure, and tourist satisfaction. The independent variables were facility and infrastructure. Meanwhile, the dependent variable was tourist satisfaction. The following was the paradigm:



Note:

X<sub>1</sub>: Facility (independent variable)

X<sub>2</sub>: Infrastructure (independent variable)

Y: Tourist satisfaction (dependent variable)

R<sub>1</sub>: The correlation between facility and tourist satisfaction

$R_2$ : The correlation between infrastructure and tourist satisfaction

$R_3$ : The correlation between facility and infrastructure to tourist satisfaction.