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MODEL OF INCREASING TOURIST SATISFACTION THROUGH ATTRACTION, ACCESSIBILITY, SECURITY, SAFETY, HEALTH AND HYGIENE AT THE UJUNG KULON NATIONAL PARK Soehardi Universitas Bhayangkara Jakarta Raya soehardi@dsn.ubharajaya.ac.id ABSTRACT The purpose of this research was to analyze the model of increasing tourist satisfaction through attraction, accessibility, safety and security, health and hygiene in Ujung Kulon National Park, Pandeglang Regency, Banten Province.

The population in this research were all foreign and domestic tourists who visited Ujung Kulon National Park with the sample used was purposive sampling totaling 95 respondents. Quantitative research methods are used in this study with analysis of construct validity and reliability, outer loading, collinearity statistics, path coefficients, R square and model fit.

The result of this research is that there is a significant effect of attraction on tourist satisfaction, accessibility on tourist satisfaction, security and safety on tourist satisfaction and health and hygiene on tourist satisfaction in Ujung Kulon National Park. It can be concluded that tourist satisfaction is influenced by attraction, accessibility, safety and security and health and hygiene in Ujung Kulon National Park.

Keywords: Attraction, Accessibility, Safety and Security, Health and Hygiene, Tourists Satisfaction Introduction Ujung Kulon National Park (TN) is located in Sumur District and Cimanggu District, Pandeglang Regency, Banten Province. It is one of 54 National Parks in Indonesia. This location is located 226.7 km from Soekarno-Hatta International Airport or 238.7 km from Halim Perdana Kusuma Airport.

Ujung Kulon National Park can be passed by tourists via land and sea transportation. (Kementerian Lingkungan Hidup dan Kehutanan, 2021) and (Balai Taman Nasional Ujung Kulon, 2021) explained that the attraction of foreign and domestic tourists visiting Ujung Kulon National Park is the endangered or endemic one-horned rhinoceros which is protected and designated as a world heritage by the United National Education, Scientific and Cultural Organization (UNESCO) dated February 1, 1992.

Ujung Kulon National Park covers an area of 122,956 hectares of land and water for conservation of natural resources, a combination of mangrove forest vegetation, coastal forest and lowland rain forest, a marine nature conservation area with a population of rhinos continues to increase to reach 75 in 2021. As a Model National Park based on the Decree of the Director General of Forest Protection and Nature Conservation Number SK 69/IV-Set/HO/2006 dated 3 May 2006 concerning the Designation of 20 (Twenty) National Parks as National Parks Model.

Various travel and tourism service agents through their official websites market their products and services to tourists to visit Ujung Kulon National Park for 3 days 2 nights with a gathering point at Plaza Festival Mall Kuningan Jakarta, Waiting Statue Serang City or Sumberjaya Pier, Sumur District, Pandeglang Regency, Banten Province with prices vary from IDR 560,000 to 760,000 per person.

The tourist attractions offered are trekking, wildlife monitoring, sunset, snorkeling in the Ujung Kulon National Park Peninsula such as Peucang Island, Badul Island, Handeleum Island, Cibiuk Hot Springs, Cikacang Waterfall, Cigenter River, Cidaon and Cigenter Shepherd Fields, Tanjung Layar, Coral Copong and others. (Yanti & Widyanti, 2021) published information obtained from the Head of the Ujung Kulon National Park that Ujung Kulon National Park is in the green zone and will be reopened to tourists starting on May 28, 2021.

Tourists are required to bring the results of the rapid antigen swab test and comply with health protocols so that officers and visitors are in good health during their visit to Ujung Kulon National Park. The information on the reopening is a follow-up to the Banten Governor's Instruction Number 11 of 2021 concerning the Revision of Temporary Closure of Tourism Destinations after the 2021 Lebaran Holidays and Circular Number: SE.05/T.12/Tu/P3/5/2021 concerning reactivation of natural tourism objects.

in the Ujung Kulon National Park Conservation Area. Foreign and domestic tourists can enjoy the beauty of the natural landscape with excellent road accessibility from Jakarta and Serang City to the Passenger Boat Pier in Sumberjaya Village, Sumur District, Pandeglang Regency.

This accessibility of land transportation makes it easy for users of motorbikes, cars and buses to travel smoothly. Likewise, road accessibility is still very good from Sumberjaya Village, Kertajaya Village and Kertamukti Village. Likewise, the accessibility of sea transportation from Sumberjaya Pier has provided various types of passenger ships that are ready to carry foreign and domestic tourists with their supplies to stay on Peucang Island and or Panaitan Island.

The availability and accessibility of land and sea transportation in Ujung Kulon National Park is one of the important factors of attraction for foreign and domestic tourists. Sumberjaya Pier, Sumur Sub-district, Pandeglang Regency is a place to rest + 10 passenger ships that regularly carry foreign and domestic tourists and their luggage to tourist destinations on Peucang Island and Panaitan Island, Ujung Kulon National Park for 3 hours or a distance of 37.3 km to 42, 2 km.

+ 10 This passenger ship also provides sea transportation services on a round trip charter to tourist destinations in Ujung Kulon National Park between IDR 2 to 3 million. This passenger ship can accommodate 15 to 25 people and their luggage. Officers from the Department of Transportation of Pandeglang Regency checked and supervised the completeness of sailing permit documents, shipworthiness and evidence of antigen swab tests or vaccine certificates before the ship left for Ujung Kulon National Park.

Similarly, Ujung Kulon National Park officials also check whether there is evidence of an antigen swab test or vaccine certificate brought by tourists. This is to ensure that the Passenger Ship has or has not complied with standard operating procedures for security and safety as well as appropriate health protocols from the International Maritime Organization, Ministry of Transportation such as buoys, radio communications, fire extinguishers.

The first departure of the ship at Sumberjaya Pier, Sumur District is at 8:00 am, followed by the next ship every 1 hour until the last departure is at 15:00. The delay in the departure of the ship from the schedule that has been determined for 10-30 minutes is due to delays in the arrival of passengers and loading and unloading of passenger luggage.

For tourists who have a hobby of trekking, they can travel overland to Ujung Kulon National Park Post in Ujungjaya Village, Sumur District and Rancapinang Village, Cimanggu District. However, the accessibility along this highway has not been concreted and the ground is still a bit rocky for foreign and domestic tourists who want to choose to see the natural beauty along the coast and Mount Honje at the Ujung Kulon National

Park Post in Ujungjaya Village.

This post can be reached via Tunggaljaya Village, Cigorondong Village, Tamanjaya Village and finally Ujungjaya Village as far as + 25.3 km. Road conditions are also very bad for **foreign and domestic tourists** who take the road to **Ujung Kulon National Park** Post in Rancapinang Village as far as + 25 km from the Cimanggu District Office.

The Pandeglang Regency Government should allocate APBD for infrastructure development as far as 50 km aimed at increasing **foreign and domestic tourist** visits to **Ujung Kulon National Park** so as to facilitate the smooth traffic of people and their luggage and can increase MSME income and the welfare of the people of **Sumur District and Cimanggu** District.

Tourists who have a hobby of marine tourism, nature tourism and cultural tourism are very suitable to visit **Ujung Kulon National Park** such as wildlife viewing, diving, snorkeling, surfing, canoeing, trekking and research. In addition to the one-horned rhinoceros (*Rhinoceros sondaicus*), Javan gibbons (*Hylobates moloch*), surili (*Presbytis ailgula*), banteng (*Bos javanicus*), deer (*Cervus timorensis*), langur (*Presbytis cristata*), peacock (*Pavo muticus*), green turtle (*Chelonia mydas*), hawksbill turtle (*Eretmochelys imbricate*), estuarine crocodile (*Crocodylus porosus*) and various species of birds.

Ujung **Kulon National Park** is a habitat for 700 types of flora and 608 fauna with natural views of Mount Honje, white sand, diving and snorkeling Ciapus on Peucang Island, Ganesha Statue and big waves for diving, snorkelling and surfing known as One Palm Point. on Panaitan Island, canoeing or canoing on Handeleum Island, the Dutch lighthouse at Tanjung Layar, canoeing the Cigenter river, hot springs in Cibiuk hunting sunset in the Cidaon and Cigenter pastures, Kiara trees, Karang Copong and Prabu Siliwangi religious tourism in Goa Sang Hyang Sirah.

Literature Review Attraction (Stainton, 2021) mentions that tourist attraction is an integral part of the structure of the tourism industry. People travel far and wide to visit certain tourist spots. Visiting these attractions could be the reason for their trip, or it could be a by-product of their trip. Tourist attraction is a tourist place that is usually visited by tourists.

A tourist attraction will usually have value for tourists in terms of history, cultural value, politics, natural or artificial beauty, entertainment and pleasure (Stainton, 2021) Tourist attractions **are an important part of the** visitor economy. The visitor economy consists of the activities and expenses involved in providing products and services to visitors by the private and public sectors.

Tourist attractions make a significant contribution to the tourism industry. They usually benefit economically from tourism or promote local culture, heritage and the environment. This can often have a positive environmental impact on tourism. Tourist attractions are an important part of the tourism industry.

Tourist attractions provide entertainment as well as other aspects, such as education, research, recreation, hospitality and special events. Products and services offered by tourist attractions consist of: rides or experiences such as diving, snorkeling, surfing, trekking and wildlife viewing; information services, such as guide books, information boards, guided tours, interpretation and translation services, and Education lectures; hospitality services, for example renting out areas for weddings or conferences and service of souvenir products. 4 main categories of tourist attractions: natural, artificial, sports and events.

(Tourismtheory.org, 2012) The most important characteristic of a tourist attraction is that it is "consumed" at a destination such as a beach destination, concert, nature reserve or special sporting event. Tourism consists of several mandatory components, such as overnight stay (minimum one night) and mobility.

Being a tourist involves traveling voluntarily to places that are not your home environment. The supply of information is also an indispensable part of tourism for exactly the same reasons a tourist travels to a part of the world he is largely or completely unfamiliar with. The traveler should be well informed about the destination he wants to visit and even the decision itself about where to go is based on the information.

Tourist attraction can be seen as a relationship with visitors, the object of the phenomenon itself, and the image it presents. Accessibility (J.-P. Rodrigue, 2020) Accessibility is a key element in transportation geography because it is a direct expression of mobility whether in terms of people, goods or information. Mobility is a choice made by users and, as such, is a means of evaluating the impact of infrastructure investments and related transport policies on local development.

Well-developed and efficient transportation systems offer a high level of accessibility, while less developed ones have a lower level of accessibility. Thus, accessibility is associated with various economic and social opportunities, but congestion can also have a negative impact on mobility. Accessibility is a measure of a location's capacity to be reached from, or reached by, different locations.

Therefore, the capacity and arrangement of transportation infrastructure is a key element in determining accessibility. (J.-P. Rodrigue, 2020) accessibility is a proxy for spatial disparity. The notion of accessibility consequently relies on two core concepts: location, where the relativity of space is estimated in relation to transport infrastructure as it offers the means to support mobility.

Each location has a set of referential attributes, such as its population or level of economic activity; distance, which comes from the physical separation between locations. Distance can only exist when it is possible to connect two locations via transportation. Friction distance is expressed in units such as kilometers or time, but variables such as cost or energy spent can also be used.

Safety and Security According to the United National World Tourism Organization (UNWTO) on tourism and competitiveness as cited by (Hamarneh & Jerábek, 2018), safety is a set of precautions taken to prevent tourists and industrial workers from being exposed to situations where they believe they are in personal danger, due to crime, accidents, and emergencies.

While security is a series of preventive measures taken against the enemy, actions that seek to inflict large-scale damage resulting in maximum economic disruption or measures taken to guard against espionage or sabotage, crime, attack or escape. Peace, safety, and security are the main requirements for successful tourism development. (J. P. Rodrigue et al., 2020) The issue of safety and security concerns the modes of transportation in which passengers and goods congregate and disperse.

Access is monitored and controlled, and movement is routed along pathways that provide secure access to and from platforms and gates. In the transport industry, security concerns have been directed to two areas: worker safety and theft. Indicators of the implementation of transportation security measures require the following considerations: Security procedures, physical security of passengers and crew and their luggage, secure information and telecommunications systems.

(Piana, 2017) services provided by security officers are intended to protect people, property and assets. This may include the following services: manned guard – exit access control, wharf security checks, reception security, tourist destination security, static guard, mobile patrols; alarm response, monitoring center, event security, security and door control; body protection; public order and transportation security services.

Functionality and security are key to trade, logistics, mobility and tourism in Europe. Passengers remain exposed when they are on land, especially when they are in large

groups at the port terminal (pre-boarding) and during organized visits. While passenger ships operate, they do not systematically screen passengers who board with hand luggage and vehicles.

Examples of security incidents include loss of electrical power, water, communication systems, fires and explosions, spills of flammable materials, and criminal activity against passengers. (United Nations Economic Commission for Europe, 2012) Commission for Europe, 2012) security in transportation is an area of ??major concern in maintaining the safety of passengers and loading and unloading of luggage.

These measures include a legal obligation to provide relevant security information about passengers and goods being carried and the means of transportation used, identification of passengers and their luggage. (Formela et al., 2019) Maritime safety is sometimes defined also as a desirable condition of human activity at sea that does not endanger human life and property, and is not harmful to the marine environment.

It consists of four components, namely technology and ship operational safety, navigational safety, safety of people in distress, and prevention of environmental pollution from ships. Health and Hygiene (Guevara & Clercq, 2020) Health, hygiene and safety are paramount in today's era. Personal experience, expert advice, and social distancing concerns will guide consumer behavior in the short to medium term to ensure readiness and implementation of health and travel safety protocols.

In this context, trust, between travelers and employees, businesses and suppliers, and visitors and local communities, will be a key driver in the recovery of the travel and tourism sector. The public and private sectors must jointly agree on the adoption of industry-wide health, hygiene & safety standards in Travel and Tourism. Recognizing businesses for their compliance with the protocol can further increase tourists' confidence in travel and tourism.

For example, Turismo de Portugal makes a "Clean & Safe" seal and receives a safe travel stamp to be able to distinguish businesses that meet the hygiene and safety requirements set by the government for travelers. It is important that health & hygiene measures are timed limited and re-evaluated and reduced as risks are reduced. (Gupta et al.,

2021) Six factors related to destination choice in the new normal were found, namely health and hygiene, safety and security, accessibility and connectivity, destination information, perception of travel risk, and value for money. These findings will help various tourism stakeholders in India to develop their policies and attract more domestic

and foreign tourists.

Satisfaction (Li & EHL Insight, 2019) Dr. Gang Li began building his index to determine how best to measure tourism satisfaction, and whether tourism is good for people or not. So, if tourists are looking for happiness, then their happiness is not just the amount of money they spend, or the places they visit and should be a measure to shape the future of tourism.

Measuring tourism satisfaction is important for several reasons: (1) satisfied tourists stay longer, shop more and come back again, (2) tourists promote providers on social media and online rankings, thereby contributing to the competitiveness of businesses and destinations, (3) tourists bring friends and family on their next visit, (4) satisfaction with vacation time affects their overall quality of life.

To properly measure tourism satisfaction, Some of those key elements are: (1) expectation versus reality: subjects should be asked what tourists expect and how those expectations are met or not, (2) satisfaction must be measured for each part of the experience: transportation, immigration, feature experience, accommodation, food and beverage, (3) data must include personal factors such as age and gender. (Li & EHL Insight, 2019) Dr.

Gang Li Using this method to evaluate tourism experiences in South Africa, Dr. Li came to several conclusions about the results: (1) high-cost experiences generally equate to less happiness because the product doesn't seem worth the cost, (2) high-quality experiences make people happy and often feature interactive and interpersonal, sensory experiences (touch, taste, smell, etc.)

and funny, fun activities and people, (3) any disagreements or complaints make a negative overall impact, so providers should be alert for signs of dissatisfaction and identify and fix problem areas in the service or product them, (4) a good tourist experience creates prosperity that extends to other areas of life. Therefore, it is unfair to market tourism as something that changes and shapes one's life, but the experience must live up to expectations.

Hypothesis (Chaisaengduean, 2021) Tourist attractions provide tourist pleasure and are generally inherent in cultural and historical values that enhance the educational experience of tourists which ends in tourist satisfaction. In addition, it can be seen that tourist attractions also mediate aesthetics and tourist satisfaction because the beauty and environment of tourist attractions affect aesthetics which in turn affects tourist satisfaction.

The mediating effect of tourist attraction on entrainment and tourist satisfaction is also significant because the main feature of tourist attraction is entertainment so that tourists are attracted to a tourist destination and fully entertained will increase tourist attraction. (M. Shahedul Alam et al., 2020) comprehensively explained that tourists are satisfied with attractions and entertainment facilities, hotel and restaurant services as well as administrative and other support services. (Fitri et al.,

2019) explained in detail the **direct and indirect effects** of tourist attraction on tourist satisfaction in the Grogol Tourism Village, Yogyakarta. (Simanihuruk, 2019) explained that there was a significant influence of tourism attraction on visitor satisfaction **at the Sindang Barang Cultural** Village, Bogor. H1: There is an influence of tourism attraction on tourist satisfaction (Chaloux et al.,

2019) The traditional approach to accessibility is to reduce travel time to work clusters for commuting. Shortening travel times to work **will increase the number of jobs accessible with** time-satisfying commuting, and increase the current level of travel satisfaction. This could be done by **creating more jobs closer to** commuters' homes or increasing the service frequency, speed and regularity **of the transport system.**

Providing clean and comfortable facilities, frequent service, screen customer information, and affordable fares are particular examples of public transportation that can increase satisfaction, or reduce perceived travel time, without necessarily reducing travel time. (Nobsuwan & Jansri, 2021) shows that the travel environment, accessibility, infrastructure, and heritage attractions have an effect on **tourist satisfaction and tourist** satisfaction has **a positive effect on** tourist loyalty to the continuity of tourist visits to the old city of Songkhla province.

H2 There is an effect of accessibility on tourist satisfaction (Kovári & Zimányi, 2010) Safety and security has always been an absolute requirement for tourism travel and tourist satisfaction. Educational and research activities also face security and safety issues in tourism **to prepare future specialists** in **the industry by incorporating new** research results into academic curricula.

(Tasci & Boylu, 2010) The results show that positive perceptions of Turkey's safety and security help visitors to get greater travel satisfaction, especially if they **stay longer and enjoy** the tourist trip.

H3 There is an effect of safety and security on tourist satisfaction (Guevara & Clercq, 2020) Travelers' awareness of good practices in health & hygiene has been and will continue to grow, influencing their expectations for travel.

A recent survey revealed that 89% of Americans are now more aware of germs and 90% say they wash their hands more frequently and thoroughly than ever before. While in a number of Asian countries, face masks have become a regular fixture, the trend is expected to become more common in the West. Between March and April, for example, e-commerce website Etsy saw its sales double, largely due to the sale of 12 million face masks worth \$133 million.

Even after vaccines are available, travelers are likely to remain more aware of future health problems. In fact, 88% of Americans stated that they would maintain this new hand-washing regimen even after the virus had passed. A report focusing on Chinese tourist consumption revealed that tourists will be more likely to seek destinations with well-established infrastructure and high-quality medical facilities after the pandemic.

(Arlinda & Sulistyowati, 2021) explained in more detail that the variable implementation of the CHSE adaptation program (Cleanliness, Health, Safety, Environment) had a significant effect on visitor satisfaction. (Salleh et al., 2013) findings related to public transport factors reveal that tourists are generally satisfied with cleanliness and health in Malaysia.

H4 There is an effect of health and hygiene on tourist satisfaction Research Methods The questionnaire used in the study used a Likert scale of 1, 2, 3, 4 and 5 ranging from strongly disagree, disagree, moderate, agree and strongly agree. Quantitative research methods are used in this study. The population in this study are all customers who have an account at PT BSM Tbk. The sample used is accidental sampling totaling 86 respondents.

Quantitative research methods are used in this study with analysis of construct validity and reliability, outer loading, collinearity statistics, path coefficients, R square and model fit. Research Result According to (BPS Kabupaten Pandeglang, 2018), the population of Sumur District is 24,098 people consisting of 2,813 people working in agriculture, fisheries and animal husbandry, 5 people working in mining, 72 people working in industry and crafts, 172 people working in hotels and restaurants.

Based on data collected by researchers from Sumur Pier, Legon Pakis Campground, Ujung Kulon National Park Post in Rancapinang Village and Ujung Kulon National Park Post on Peucang Island, data on tourists visiting Peucang Island, Panaitan Island and

Ujung Kulon National Park Peninsula from May to November 2021 totaled 2,335 people. Based on table 1 shows that 70.53% of tourist jobs are private employees and 29.47% government employees. 52.64% of tourist income more than 10 million, 37.89% income 5 – 10 million and 9.47% income below 5 million. 74.74% of tourists use the services of travel agents and 25.26% visit **Ujung Kulon National Park on** their own initiative. 63.15% visited with more than 3 people, 27.38% visited with a partner and 9.47% visited alone. 76.84% of tourists stay for 2 nights, 14.74% of tourists stay more than 2 nights and 8.42% of tourists stay for 1 night. Table 1.

Respondent Data Description _Category _Total _Percentage __Gender _Male _40 _42,10
 __ _Female _55 _57,90 __Age _< 17 years _32 _33,68 __ _17 – 44 years _46 _48,42 __ _>
 45 years _17 _17,90 __Education _Elementary to High School _49 _51,58 __ _Bachelor
 Degree _32 _33,68 __ _Masteral and Doctoral Degree _14 _14,74 __Residence _Jakarta
 _42 _44,21 __ _Serang City and Municipality _11 _11,57 __ _Bogor City and Municipality
 _4 _4,21 __ _Tangerang City and Municipality _15 _15,79 __ _Bekasi City and
 Municipality _13 _13,68 __ _Other Cities and Municipalities _10 _10,53 __Occupacion
 _Government Employee _28 _29,47 __ _Private Employee _67 _70,53 __Income _< 5
 million per month _9 _9,47 __ _6 – 10 million per month _36 _37,89 __ _> 10 million
 per month _50 _52,64 __Tour Arrangements _Myself _24 _25,26 __ _Travel and Tour
 Agent _71 _74,74 __Person _Person _9 _9,47 __ _Two Person Partner _26 _27,38 __
 _More Than Two Person _60 _63,15 __Length of Stay _1 night _8 _8,42 __ _2 night _73
 _76,84 __ _> 2 night _14 _14,74 __Source: Data Processed by Author, 2021.

Construct Reliability and Validity Based on table 2. The average value or mean attraction is 3.819; accessibility 4,158; security and safety 3,687; health and hygiene 4.037 and tourist satisfaction 4.092. While the standard deviation value of the average attraction value is 0.695; accessibility 0.454; security and safety 0.842; health and hygiene 0.565 and tourist satisfaction 0.609.

This shows that tourists pay great attention to the accessibility of land and sea transportation because they play an important role for tourists visiting **Ujung Kulon National Park**. It **can be interpreted that the** Pandeglang Regency Government should allocate funds for the construction of land infrastructure from Tunggajaya Village to Ujungjaya Village and also the construction of the Sumur pier and other supporting facilities. . Table 2.

Mean and Standard Devition _Attraction _Aksesibilitas _Keamanan dan Keamanan
 _Health and Hygiene _Kepuasan Turis __Mean _4,095 _4,137 _4,032 _3,958 _4,000 __
 _3,011 _4,168 _3,137 _3,853 _4,211 __ _4,158 _4,168 _3,747 _4,074 _3,947 __ _4,011
 _4,158 _3,832 _4,263 _4,211 __Standar Deviation _0,682 _0,473 _0,623 _0,664 _0,523 __

_1,021 _0,451 _1,072 _0,739 _0,479 _ _0,488 _0,427 _0,833 _0,417 _0,489 _ _0,589
 _0,466 _0,842 _0,440 _0,456 _ _Source: Data Processed by SmartPLS, 2021.

Table 3 data shows that convergent validity is used to prove the questionnaire items on each exogenous latent variable of product quality and service quality as well as endogenous variables of customer satisfaction and customer loyalty. Construct reliability and validity using Cronbach's alpha, rho_A, composite reliability and average variance extracted analysis. Cronbach's alpha value > 0.600 can be said to be acceptable, reliable or consistent. The value of rho_A > 0.600 can be said to be acceptable, reliable or consistent.

The composite reliability value > 0.600 can be said to be acceptable, reliable or consistent. Based on table 4, discriminant validity is used to prove that the questionnaire items are valid or invalid. The average variance extracted and discriminant validity > 0.500 can be said to be valid or acceptable. Table 3.

Construct Reliability and Validity _Crombach's Alpha _Rho_A _Composite Reliability
 _Average Variance Extracted _ _Accessibility _0,876 _0,888 _0,915 _0,728 _ _Attraction
 _0,651 _0,627 _0,723 _0,520 _ _Health and Hygiene _0,799 _0,823 _0,863 _0,612 _ _Safety
 and Security _0,686 _0,762 _0,678 _0,529 _ _Tourists Satisfaction _0,635 _0,687 _0,679
 _0,506 _ _Source: Data Processed by SmartPLS, 2021. Table 4.

Discriminant Validity _Accessibility _Attraction _Health and Hygiene _Safety and Security
 _Tourists Satisfaction _ _Accessibility _0,853 _ _ _Attraction _0,751 _0,648 _ _ _
 _Health and Hygiene _0,675 _0,595 _0,783 _ _ _Safety and Security _0,569 _0,546 _0,597
 _0,655 _ _ _Tourists Satisfaction _0,624 _0,521 _0,640 _0,533 _0,637 _ _Source: Data
 Processed by SmartPLS, 2021.

Table 5 data on the outer loading test shows that the loading factor value of the latent variables of accessibility, attraction, health and hygiene, safety and security and satisfaction > 0.600 can be said to be valid or acceptable. Table 5. Outer Loading
 _Accessibility _Attraction _Health and Hygiene _Safety and Security _Tourists Satisfaction
 _ _1 _0,865 _0,685 _0,782 _0,602 _0,660 _ _2 _0,825 _0,651 _0,721 _0,676 _0,849 _ _3
 _0,890 _0,857 _0,800 _0,896 _0,675 _ _4 _0,832 _0,765 _0,823 _0,919 _0,859 _ _Source:
 Data Processed by SmartPLS, 2021.

Based on the Outer VIF table above, it shows that all indicators of latent variables of accessibility, attraction, health and hygiene, safety and security and satisfaction have VIF values < 5 so that all indicators do not experience multicollinearity problems. if there is a VIF indicator value > 5 then there is a multicollinearity problem.

The consequence is that dropping or removing one of the indicators that are strongly correlated can be done. Table 6. Collinearity Statistics (VIF) _Accessibility _Attraction _Health and Hygiene _Safety and Security _Satisfaction __1 _2.357 _1.193 _3.443 _1.051 _1,210 __2 _2.423 _1,111 _3.127 _1.065 _1,439 __3 _3.173 _1,441 _1.561 _1.994 _1,273 __4 _2,022 _1.348 _1,695 _2,014 _1,373 __Source: Data Processed by SmartPLS, 2021.

Path Coefficients In table 7 and Figure 1 it is recorded that the first hypothesis is the t-count value of 3.251 > than the t-table of 1.988 and a significant value of 0.022 <0.05, it **can be interpreted that** attraction **has a significant influence on** tourist satisfaction. The second hypothesis is the t-count value of 2.298 > than the t-table of 1.988 and a significant value of 0.002 <0.05, it **can be interpreted that** accessibility **has a significant influence on** tourist satisfaction. The third hypothesis is the t-count value of 3.326 > from the t-table of 1.988 and a significant value of 0.013 <0.05, it **can be interpreted that** safety and security have **a significant influence on** tourist satisfaction.

The fourth hypothesis is that the t-count value is 2.485 > from the t-table 1.988 and the significant value is 0.044 <0.05, it **can be interpreted that** health and hygiene have **a significant influence on** tourist satisfaction.

Figure 1. T Values Tabel 7. Path Coefficients _T Statistic _P Values __Accessibility on Satisfaction _2,298 _0.022 __Attraction on Satisfaction _3,251 _0,002 __Health and Hygiene On Satisfaction _2,485 _0,013 __ Safety and Security on Satisfaction _3,326 _0,044 __Source: Data Processed by SmartPLS, 2021. R Square In table 8 it is noted that the R square value of 0.479 means that accessibility, attraction, health and hygiene, safety and security have an influence on tourist satisfaction of 47.90% and 52.10% is influenced by other variables. Table 8.

R Square and R Square Adjusted _R Square _R Square Adjusted __Satisfaction _0,479 _0,456 __ Source: Data Processed by SmartPLS, 2021. Model Fit Model fit or model fit can be measured in several ways such as SRMR, d_ULS, d_G, Chi Square and NFI. **The Standardized Root Mean Square** (SRMS) value of 0.078 can be said that the model fit between the observed correlations or relationships is quite good.

The value of d_ULS (the Square Euclidean Distance) of 3.382 and d_G (the Geodesic Distance) of 1.215 **can be said to** meet the criteria for a fairly good node fit. The Chi Square value of 584,953 **can be said to** meet the criteria of very good model fit. The Normed Fit Index (NFI) has a statistical value of 0.491, so this shows that it is quite good to meet the criteria of the fit model. Table 9.

Model Fit _Saturated Model _Estimated Model __SRMR _0,078 _0,078 __d_ULS _3,382

_3.382 _d_G_1,215_1,215 _Chi Square_584.953_584.953 _NFI_0.491_0.491 _

Source: Data Processed by SmartPLS, 2021. Discussion Attraction on Tourist Satisfaction

The first hypothesis is that the t-count value is 3.251 > from the t-table 1.988 and a significant value of 0.022 <0.05, it can be interpreted that attraction has a significant influence on tourist satisfaction or the results of Ho are rejected and H1 is accepted.

The more tourist attractions, the more tourist satisfaction increases. The dominant indicator is tourist interest in the natural beauty of beaches, forests, rivers, flora and fauna of one-horned rhinoceros, bison, deer and various kinds of birds in Ujung Kulon National Park compared to others such as Sanghyang Sirah religious tourism, amusement rides or games and hospitality.

This study is in accordance with previous research conducted by (Nobsuwan & Jansri, 2021) showing that the travel environment, accessibility, infrastructure, and heritage attractions have an effect on tourist satisfaction and tourist satisfaction has a positive effect on tourist loyalty to the continuity of tourist visits to the old city of Songkhla province.

(Ismail & Rohman, 2019) in their research proves that tourism attraction and ancillary have a significant effect on tourist satisfaction on Gili Ketapang Beach. Accessibility on Tourist Satisfaction The second hypothesis obtained a t-count value of 2.298 > from t-table 1.988 and a significant value of 0.002 <0.05, it can be interpreted that accessibility has a significant influence on tourist satisfaction or the results of Ho are rejected and H1 is accepted.

The better the accessibility of land and sea transportation, the higher the tourist satisfaction. The dominant indicators are the travel time of sea transportation is faster from Sumur Pier to Peucang Island and the Ujung Kulon National Park Peninsula compared to the travel time of land transportation, the lack of signposts and the lack of road signs and the difficulty of getting a cellphone signal.

This study agrees with the previous research conducted by (Woldeamanuel & Cyganski, 2011) on tourist satisfaction research for each survey year using the German Mobility Panel (1997-2008). The modeling results show a remarkable relationship between the explanatory variables and satisfaction with accessibility to public transportation (Natalia et al.,

2020) stated that accessibility has a positive and significant influence on tourist satisfaction at Broken Beach and Angel's Billabong. Safety and Security on Tourist Satisfaction The third hypothesis is the t-count value of 3.326 > from the t-table of 1.988

and a significant value of $0.013 < 0.05$, it can be interpreted that safety and security have a significant influence on tourist satisfaction.

The better the safety and security, the greater the tourist satisfaction. The dominant indicator is the presence and preparedness of Ujung Kulon National Park officers making them feel safe and secure while in Ujung Kulon National Park compared to walking during the day and night as well as security and safety instructions.

This study is in line with previous research conducted by (Ngoc Khuong et al., 2016) The findings of this study indicate that leisure and entertainment are the most important factors influencing tourist satisfaction in Halong Bay, Vietnam followed by infrastructure, safety and security, cultural factors, and shopping affects tourist satisfaction in Halong Bay, Vietnam.

This research is also in line with previous research conducted by (Hamarneh & Jerábek, 2018) Peace, safety, and security are the main requirements for the success of tourism development. According to UNWTO data, the steady growth in arrivals since 2011 is due to safety and security in Slovenia and Montenegro. Safety and security are fundamental predispositions for the development of tourist destinations Health and Hygiene on Tourist Satisfaction The fourth hypothesis is that the t-count value is $2.485 >$ from the t-table 1.988 and the significant value is $0.044 < 0.05$, it can be interpreted that health and hygiene have a significant influence on tourist satisfaction. The better the health and hygiene, the higher the tourist satisfaction.

The dominant indicator is the availability of health and hygiene facilities at the tourist sites of Ujung Kulon National Park compared to clean and healthy food and drinks, an environment free from air pollution, and there are janitors. This study agrees with previous research proposed by (Jovanovic et al., 2015) Health and hygiene are very important for many tourists who choose a destination and plan to visit a country.

The health care and sanitation of tourists in Serbia is an important factor for tourist attraction, and the safety of disease prevention insurance. (Tasci & Boylu, 2010) comprehensively describe that positive perceptions of Turkey's health and hygiene help visitors to get greater travel satisfaction, especially if they stay longer and enjoy tourist trips. Also this study conforms to (Mirzaei et al., 2021) Health and safety has become the main need of travelers.

The cleanliness and disinfection of tourism facilities has changed from a hygiene factor to a motivating factor. Long journeys are considered a risk to their health; hence tourists prefer to take shorter trips. Tourists prefer to get help from professionals to book trips

Conclusion Tourist satisfaction is significantly influenced by tourist attraction.

Tourist satisfaction is increasing due to the many tourist attractions to visit such as the natural beauty of beaches, forests, rivers, flora and fauna of one-horned rhinoceros, bison, deer and various kinds of birds in Ujung Kulon National Park. Tourist satisfaction is significantly affected by accessibility. Tourist satisfaction is increasing, supported by the travel time of ships carrying passengers and their luggage from Sumur Pier to Peucang Island and Ujung Kulon National Park Peninsula which is faster than the travel time using land transportation.

In addition, the lack of signposts and the lack of road signs as well as the difficulty of getting a cellphone signal in Ujung Kulon National Park. Tourist satisfaction is significantly influenced by safety and security. Tourist satisfaction is increasing, supported by the presence and preparedness of Ujung Kulon National Park officers who feel security and safety while in Ujung Kulon National Park compared to walking alone during the day and night and the lack of security and safety instructions.

Tourist satisfaction is also influenced by health and hygiene. Tourist satisfaction is also increasing, supported by the availability of health and hygiene facilities at the tourist sites of Ujung Kulon National Park compared to clean and healthy food and drinks, an environment free from air pollution, and there are janitors.

It can be concluded that tourist satisfaction is influenced by tourist attraction, accessibility, safety and security and health and hygiene. Tourist satisfaction can be viewed from staying longer, inviting friends and family to visit again and promoting tourist destination products and services on social media such as Facebook, Instagram and Twitter, telling other people about their travel experiences.

Managerial Implications Based on the results of the research and the conclusions mentioned above, the managerial implications obtained are that the Ujung Kulon National Park Center must continuously maintain and increase the number of endemic endangered species of the one-horned rhino (*Rhinoceros sondaicus*), banteng, deer, fauna, other flora and maintain natural conservation so that tourists more and more people are visiting Ujung Kulon National Park.

The need for foreign language training for Ujung Kulon National Park officials to anticipate the increasing number of foreign tourists visiting Ujung Kulon National Park. In addition, the Ujung Kulon National Park Center cooperates with Public and Private Partnerships with travel and tours both domestically and abroad in an effort to increase the number of foreign and domestic tourists.

Limitations and Suggestions Limitations in this study are the population and sample are small and only includes tourists who use ship transportation at the Sumur Pier, Pandeglang Regency and the research time is limited to 3 months. It is recommended to future researchers to use more samples so that the research results will be even better. Daftar Pustaka Arlinda, F., & Sulistyowati, R. (2021).

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