

## Visitor Satisfaction of Sunan Bonang Religious Tourism

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### ABSTRACT

Sunan Bonang is one of Indonesia's religious tourism. The existence of Sunan Bonang religious tourism has economic benefits, especially for the surrounding community. This benefit can be lost when the interest of visitors to travel decreases, therefore it is important to know the level of visitor satisfaction to increase visitors of Sunan Bonang's religious tourism. The results of this research on Sunan Bonang visitor satisfaction seen from 4 aspects, are services, infrastructure facilities, security and self-reflection. Its show that visitor satisfaction is good category. So we need a strategy to increase visitor satisfaction for the number of visits increases.

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## 1. INTRODUCTION

One of the countries in Southeast Asia that has a high growth rate of tourism is Indonesia (Rosita et al., 2016). The tourism sector can bring in foreign exchange and contribute to other fields such as creating and expanding business fields, increasing income, encouraging cultural and environmental preservation and so on (Chotib, 2015). Indonesia has relatively complete tourism ranging from natural tourism, marine tourism which is a gift of biodiversity owned, to cultural tourism to religious tourism. The majority of Indonesian people are Muslims, contributing to forming the religious tourism segment (Safitri, 2021). The peculiarities of religious tourism in Indonesia are visiting places that are considered sacred, namely making pilgrimages at the tombs of scholars because the scholars have karomah, carrying out a high level of spirituality, doing extraordinary things that can surpass ordinary human experience (Annisarizki & Sucahya, 2018).

One of the regions in Indonesia that has religious tourism attraction is Tuban Regency located in East Java Province, which is known as Bumi Wali (Wicaksono & Idajati, 2019). This nickname is because Tuban Regency is one of the places in Java that is the centre of the spread of Islam. Among the 23 attractions in Tuban Regency that report tourist visits, religious tourism still occupies the most visitors. Sunan Bonang's grave is the number one visitor, Asmoroqondi's grave is second, and Panyuran Coconut Beach is third (Radar Tuban, 2022).

Given that visitors are actors who determine the progress of a tourist area, it is necessary to assess how much the level of visitor satisfaction with the intended tourist attraction is because, according to Wijaya in Kalagis (2014) the behaviour of customers who are not satisfied with a product/ service has an impact on customer expectations, has an impact on the company's image and has an impact on future sales prospects.

## 2. RESEARCH METHOD

### 2.1 Research Locations

The research was conducted in Sunan Bonang religious tourism area, Tuban Regency.

### 2.2 Data Collection

The data used in this study used primary data and secondary data described as follows:

1. Primary data is obtained through direct observation in the field through interviews using questionnaires with data sources. The questionnaire used is a closed questionnaire, namely the questions and answers have been determined and given a score.
2. Secondary data is obtained from literature studies in the form of literature, written sources that have relevance to this research.

### 2.3 Sampling Technique

Sampling was carried out by purposive sampling. According to Mardalis (2006), purposive sampling is a way of obtaining samples carried out in a deliberate manner and by using certain plans. Respondents were interviewed to find out the level of tourist satisfaction related to Sunan Bonang religious tourism. The selected tourists are adjusted to the representation of the criteria, namely the age of the respondents selected are visitors who are mature enough with a minimum age of 17 years who have physical and mental health criteria, able to communicate well and understand the material from the questionnaire given. The number of respondents in this study was 145 people. This is enough to represent the population because based on Roscoe (1982) in Sugiyono (2014) the appropriate sample size in research is between 30-500 respondents.

### 2.4 Data Analysis Techniques

The analysis method used is a quantitative method by calculating the satisfaction index number of Sunan Bonang tourist visitors in Tuban Regency.

## 3. RESULTS AND DISCUSSIONS

Religious tourism "pilgrimage of Sunan Bonang" is one of the main attractions for tourists. Visiting or making a pilgrimage to Sunan Bonang's grave is a way to gain spiritual peace and honour his services in spreading Islam. Sunan Bonang was one of the Wali Songo who was famous for spreading Islam in Demak and Tuban through gamelan playing. Another attraction of Sunan Bonang's pilgrimage religious tourism is Haul Sunan Bonang, which is a commemoration of the death of Sunan Bonang held every Thursday night of Friday Wage in Muharram or Suro month which includes activities of akbbar recitation, tahlil akbar, shalawat art hadrah performances and others held to commemorate and enliven Haul Sunan Bonang (Wicaksono & Idajati, 2019).

Tourists who are consumers of the service products offered have a big role in determining whether a tourist spot will survive or not. Therefore, it is necessary to maintain the satisfaction of tourists. The level of satisfaction of Sunan Bonang tourists is seen from the performance assessment through tourist satisfaction. Tourist satisfaction studied is related to aspects of service, infrastructure, security and attractiveness that support muhasabah.

**Table 1.** Visitor Index Number of Sunan Bonang Tourists

Aspects	Index	Category
Services	4,13	Good
Infrastructure Facilities	4,18	Good
Security	4,12	Good
Muhasabah	4,43	Very good
Overall	4,21	Good

Source: Processed Data (2023)

#### 1. Service Aspect

The aspect of religious tourism services at the tomb of Sunan Bonang obtained an index value of 4.13 which indicates that the services provided by Sunan Bonang religious tourism are in a good category. Service is an important factor in determining visitor satisfaction. This is in line with Massie et al., 2016 which states that fast service affects customer satisfaction.

#### 2. Facilities and Infrastructure Aspects

The completeness aspect of facilities and infrastructure obtained an index value of 4.18, indicating that the completeness of the facilities and infrastructure owned by Sunan Bonang religious tourism is categorised as good.

#### 3. Safety Aspects

The security aspect of the religious tourism of Sunan Bonang's tomb obtained an index value of 4.12, indicating that the security aspects of Sunan Bonang's religious tourism were in a good category. The security aspect is one of the factors that support tourists to make tourist visits and increase tourist satisfaction. This is in line with research (Batubara & Windarto, 2019) which states that security is an attribute that affects customer satisfaction at tourist attractions.

#### 4. Aspects of Self-Contemplation

The aspect of the attractiveness of Sunan Bonang religious tourism in supporting tourists to do self-muhasabah obtained an index value of 4.43, meaning that the Sunan Bonang religious tourism site is very supportive or very good in supporting tourists to do self-muhasabah. The aspect of self-muhasabah has the highest index among all other components, this is in line with (Raharjo et al., 2023) that religious tourism is often considered as an activity that can remind oneself of death. Further explained by Rosadi (2011) that religious tourism also has a function as an outdoor and indoor activity individually or collectively that provides freshness and enthusiasm for life from a physical and spiritual perspective, as a place of worship, prayer, dhikr, and prayer, as a means to gain inner and outer peace, as a form of effort to improve human quality and teaching the wisdom of life. So that visitors who come to Sunan Bonang's religious tourism feel that the tourism activities carried out are very suitable and supportive for meditation.

From these four aspects, an overall index value of 4.21 can be obtained. This means that respondents considered that Sunan Bonang religious tourism was very good at providing services both from physical and non-physical services to tourists which made tourists feel very satisfied. This provides positive benefits, this is in accordance with (Dirgantara, 2013) that the impact of creating consumer satisfaction will realise repeat purchases for products.

## 4. CONCLUSION

The overall satisfaction of visitors to Sunan Bonang religious tourism is good. Among the components of satisfaction that are used as indicators include aspects of service, infrastructure, security and self-meditation.

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