The Effect of Functional Value and Epistemic Value on Tourist Satisfaction of Lake Toba

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Abstract: *The study was studied to determine the effect of functional value and epistemic value on tourist satisfaction of the super priority tourist attraction of Lake Toba. The problem is finding a decrease in the number of tourist visits to the super priority tourist attraction of Lake Toba during the COVID - 19 pandemic. Where the amount of samples is 100 tourists who have visited Lake Toba, with a non-probability sampling technique with a purposive sampling approach. Multiple linear regression became the model of this research using SPSS 24.0 analysis tool. The results of the study found that functional value and epistemic value had a major effect on tourist satisfaction within the super priority tourism of Lake Toba.*

Keywords: Functional Value, Epistemic Value, Satisfaction.

1. Introduction

The tourism sector economy is one sector that takes longer to recover after this pandemic, but there are also those who believe that the tourism economy is optimistic that it will rise to restore the Indonesian economy when it is new to normal. The opening of tourist attractions in several areas is expected to be followed by the rise of optimism because the wheels of the economy are turning again. In this case, changing trends in the tourism sector will shift to alternative vacations that are not many people, called solo travel tours or virtual tourism to avoid crowds of people. Need for many innovations by economic actors in the tourism sector.

And for now, during the COVID - 19 pandemic, business people see opportunities from various sectors, especially the tourism sector, to contribute greatly to the community's economy. This tourism development is expected to stabilize the economic situation again. This is a challenge for the government to reactivate the activities of the weakening economy. By issuing several policies such as the New Normal which will be implemented, it is hoped that the economic situation will stabilize again. After all, the economic, social, political and even security conditions of a country will not be a reason for tourists not to make tourist visits because traveling has become a major need for the millennial generation so it is hoped that the tourism sector will recover soon. In addition, the government's role in continuing to take strategic steps for the sustainability of Indonesian tourism, Bali in particular is highly expected, such as providing various stimuli needed by workers and the tourism industry to be fulfilled during the emergency response period and post - covid - 19 recovery.

Based on data from the Central Statistics Agency, it was noted that the number of foreign tourist arrivals to Indonesia in early 2020 had decreased. Foreign tourist visits in January 2020 reached 1.27 million visits, this figure has decreased by 7.62 percent when compared to the number of tourist visits in December 2019 which was 1.37 million visits. The decline that occurred in foreign tourist visits to Indonesia was caused by the wider spread of Covid - 19 that occurred in the last week of January 2020. This can be seen from the data of foreign tourists who came through the air entrance (airport). The decrease that occurred through the airport in January 2020 was 5.01 percent when compared to visits in December 2019 (Sugihamretha, 2020).

In dealing with the current pandemic conditions in the tourism sector, Indonesia has prepared several strategies that are used to rise and survive. The Ministry of Tourism and Creative Economy has prepared various basic infrastructures related to connectivity in a number of tourist destinations which are marked as a particular regional priority, redesigned the design and system related to tourism strategies in a number of tourist destinations in Indonesia which are visited by many domestic and foreign tourists., and holding training for workers in the tourism sector to be used or applied when guiding tourists who use tour guide services (Walakula, 2020).

In the process of adapting the new rules from the government, several companies engaged in the tourism sector have made rules that can prevent the spread of the COVID - 19 virus so that managed tourist sites can operate again. Forms of prevention are being taken, such as limiting the number of tourists every day, checking body temperature and urging tourists to wear masks, giving signs to keep their distance from other tourists, and providing a place to wash hands at the entrance and exit of tourists. Prevention is done to help reduce the number of victims infected with the Covid - 19 virus (Ananta et al, 2020).

The impact of COVID - 19 has also affected the success of the development of the National Tourism Strategic Area (KSPN) super priority of Lake Toba, which is the caretaker of welcoming Lake Toba tourism worldwide. The decline in the number of tourists, especially foreign tourists, greatly affects the local revenue of Samosir Regency, but there is an interesting phenomenon here, that domestic tourists are still enthusiastic to visit Lake Toba because Lake Toba has a unique, natural and historical beauty that is not owned by other lakes. that exist in the World. All of that is not enough if it is not supported by the accessibility, convenience and quality of service from Lake Toba and its tourism actors. So it is hoped that it will be able to provide satisfaction to

tourists who visit and in the future wish to make a repeat visit to the super priority tourist attraction of Lake Toba.

2. Theoretical Basis

The most frequently cited definition of Customer Perceived Value (CPV) proposed by Zeithaml (1988) is the overall economic benefit from the effectiveness of a product. Alternatively, CPV is an overall assessment of the usefulness of a product in terms of what is earned and what is paid for (Ulaga & Chacour, 2001). Recent empirical research has attempted to establish a relationship between the CPV dimensions and customer satisfaction and loyalty or return visits or retention. Value for money (economic value) is cited by most researchers as part of CPV (Setowati & Putri, 2012; Chiang & Lee, 2013) in association with customer satisfaction. Similar functional values were also found to have an effect on customer satisfaction (Khan & Kadir, 2011; Chiang & Lee, 2013; Moosa & Hassan, 2015). Many other researchers found other dimensions such as Social value (Moosa & Hassan, 2015; Chiang & Lee, 2013), Emotional value (Moosa & Hassan, 2015), Conditional value (Raza, Siddiquei, Ahmed, Awan & Hayat 2012), and Epistemic value (Hallema & Bartha, 2011; Williams & Soutar 2009), in relation to customer satisfaction and retention or intention to repurchase.

3. Research Method

This research approach is quantitative research with multiple linear regression model. Sources of data used in the form of primary data sources using a questionnaire. The sampling technique was carried out using a nonprobability sampling technique with a purposive sampling approach where only tourists who had visited Lake Toba could be respondents.
The populations in this study were all tourists in Lake Toba's super priority tourism, totaling 12, 371, 465 tourists (BPS Province of North Sumatra, 2019). The number of samples was calculated using the Slovin formula with a confidence level of 10%. So that the total respondents were 100 tourists who had visited the super priority tourism of Lake Toba.

Data collection techniques were carried out by giving a list of questions or questionnaires directly to 100 respondents who were Lake Toba tourists, which were made using a 1 - 5 (likert) scale. The analytical tool used is SPSS 24.0. Where indicators of functional value, epistemic value, and satisfaction cite the opinion of Waheed and Hassan (2016).

4. Result and Discussion

a) Characteristics of Respondents
Based on the results of the study, it is known that there are 65female respondents (65%) and 35 male respondents (35%). The majority of respondents aged between 31 - 45 years, as many as 45 people or 45% of the total respondents. Then the majority of respondents who have the latest high school education are 60 people or 60% of the total respondents.

b) Data Quality Test
The results of the analysis showed that the number of research samples with n = 100, obtained a calculated r - value greater than 0.30. Therefore, all of the research indicators are declared valid and can be used to measure the variables in this study. The results of the SPSS output are known that the Cronbach's Alpha value of all variables in this study are: functional value (X1) 0.761, epistemic value (X2) 0.752, and customer satisfaction (Y) 0.760, where the overall value of Cronbach's Alpha variable is greater than 0, 60 so it can be concluded that the questions presented to the respondents are reliable or reliable.

c) Classic Assumption Test

1) Normality Test
The results of the data normality test using the PP Plot image show that the data points are spread around the diagonal line so that the data is normally distributed. Here's a graphic image:
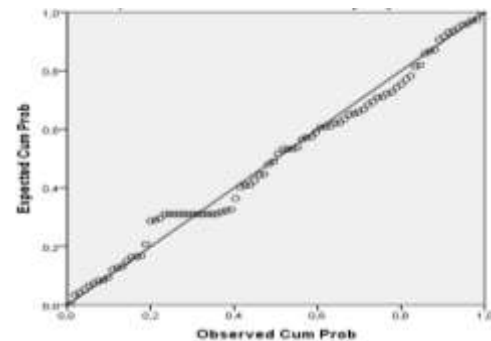

Figure 1: PP - Plot Grafik

2) Heteroscedasticity Test
In this study, the method used to detect symptoms of heteroscedasticity by looking at the scatter plot graph between the predicted value of the dependent variable (ZPRED) and the residual (SRESID). Here's the picture:
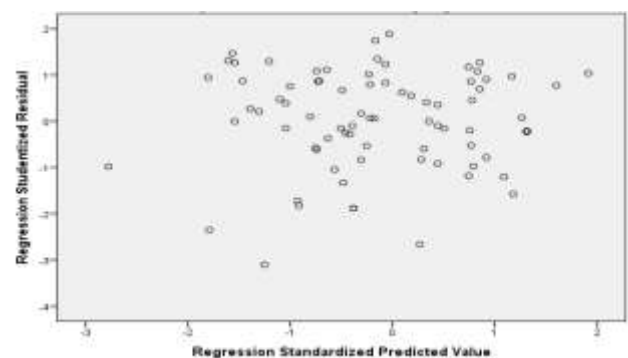

Figure 3: Scatter plot Grafik

The scatterplot image shows that the resulting points spread randomly and do not form a certain pattern or trend line. From the results of this test, it shows that this regression model is free from heteroscedasticity problems.

3) Multicollinearity Test

Table 3: Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,754	1,259		2,187	,031		
Functional Value	,552	,099	,564	5,586	,000	,413	2,420
Epistemic Value	,287	,102	,283	2,803	,005	,413	2,420

a. Dependent Variable: Satisfaction

Tolerance functional value is 0.413 > 0.10 and epistemic value is 0.413 > 0.10, Variance Inflation Factor (VIF) is a smaller amount than 10, among others are 2, 420 functional value < 10, epistemic value 2, 420 < 10, and thus free from multicollinearity.

Classic assumption test
Based on Table 3, the subsequent multiple statistical regression equation was obtained:
$$Y = 2,754 + 0,552 X_1 + 0,287 X_2$$

4) Hypothesis testing

a) Partial Test (t Test)
A partial test was conducted to see the effect of the experimental variable on the variable. Supported the table 4, it is concluded that:

- The effect of functional value on satisfaction.
  The results show that t count 5.586 > t table 1.985 and significant 0.000 <0.05, which states that functional value containts a significant effect on satisfaction. .
- The effect of epistemic value on satisfaction.
  The results show that t count 2.803 > t table 1.985 and significant 0.000 <0.005, which states that epistemic value features a significant effect on satisfaction.

b) Coefficient of Determination
Here are the results of the determination test:

Table 5: Coefficient of Determination
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,801[a]	,642	,634	3,612

a. Predictors: (Constant), *Functional Value, Epistemic Value*
b. Dependent Variable: *Satisfaction*

Based on the table 5, it are often seen that the Adjusted R Square number is 0.634 (63.4%) which suggests the functional value and epistemic value, while the remainder (36, 6) will be explained by other independent variables. .

5. Conclusion

a) There is a significant influence between functional value on tourists satisfactionat Lake Toba's super priority tourist attraction.
b) There is a significant influence between epistemic value on tourists satisfactionat Lake Toba's super priority tourist attraction.

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