



Analysis of Domestic Tourist Satisfaction Index Towards the Quality of Jakarta Destinations

I Gusti Ngurah Ketut Krisna Sastrajaya^{1*}, Ni Putu Oka Agustini², Hanugerah Kristiono Liestiandre³

Politeknik Pariwisata Bali

Corresponding Author: I Gusti Ngurah Ketut Krisna Sastrajaya

agus.krisna260402@gmail.com

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ABSTRACT

This study analyzes domestic tourists' satisfaction with the quality of tourist destinations in Jakarta. This study involved 354 respondents, using a quantitative research method with data obtained through a survey which was then analyzed by the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The results of the study showed that the level of satisfaction was in the "satisfied" category, especially for local transportation attributes, community friendliness, and accommodation facilities. However, attributes such as beach cleanliness, natural scenery, and cultural attractions still do not meet expectations. Therefore, improvements need to be made to the emotional and aesthetic aspects. Recommendations are intended for the government and industry players to develop Jakarta into a comfortable, characterful, and memorable destination.

INTRODUCTION

The tourism trend in Indonesia is currently experiencing very rapid development, encouraging destination managers to continue to innovate and improve service quality. In this case, the level of tourist satisfaction is one of the important indicators that reflects the success of destination management and influences the intention to revisit (Maladewi, 2018). Tourist satisfaction itself is formed from a comparison between expectations and perceptions of the performance of the services received (Kotler & Keller, 2011). In the context of tourism, this experience is not only determined by the quality of infrastructure and the attractiveness of tourist attractions, but also by the support of supporting services such as transportation and accommodation (Muljadi, 2012; Rahma et al., 2024). In addition, a holistic tourism experience is formed from the integration of all interrelated travel elements (Suryadana & Octavia, 2015 in Handayani et al., 2019).

On the other hand, destination image also plays an important role in shaping tourists' perceptions, influencing their decisions in choosing a destination, evaluating satisfaction, and determining the intention to revisit (Yangzhou Hu & Ritchie, 1993 in Arlina & Purwanti, 2013; Ashworth & Goodall in Chen & Tsai, 2007). A positive image will increase tourist loyalty while strengthening the competitiveness of the destination (Jeong & Kim, 2020; Yen et al., 2024). Jakarta as the nation's capital has a unique character with various cultural, artificial, natural tourist attractions, and national and international events (Kahfi et al., 2023). Supported by modern infrastructure such as MRT, TransJakarta, and an extensive accommodation network (Sugiyarto, Saifullah, et al., 2023), as well as sustainable management policies (Iqbal et al., 2022), Jakarta has great potential as a major destination. The focus of this study is on domestic tourists because this group is the main driver of the recovery of the tourism sector post-pandemic and has a significant contribution to visits to Jakarta. Based on BPS data (2023), the number of domestic tourist visits to Jakarta increased from 56 million in 2022 to 61 million in 2023 (Raharjo, 2022; Kusumatrisna et al., 2022), showing great potential in supporting the growth of this sector. Therefore, an in-depth understanding of the perceptions and levels of satisfaction of domestic tourists is very important to improve the quality of destinations while strengthening their loyalty as Jakarta's main market.

This study aims to analyze the level of satisfaction of domestic tourists with the quality of tourist destinations in Jakarta and examine the relationship between service perceptions, destination image, and tourist satisfaction in an effort to improve the competitiveness of Jakarta tourism sustainably (Prayag, 2008; Liestiandre, 2021).

LITERATURE REVIEW

Tourist Satisfaction

Tourist satisfaction is a key element in the tourism industry that is closely related to tourists' perceptions of their experiences while visiting a destination. According to Kotler and Keller (2011), satisfaction occurs when perceived performance meets or exceeds expectations. In the context of tourism, the products offered aim to meet the emotional, recreational, and cultural needs of

tourists. However, because human needs are dynamic, tourism service providers are required to continue to innovate and evaluate service quality (Kotler & Keller, 2019). Tourist satisfaction also has a significant impact on destination loyalty, reputation, and sustainability, where satisfied tourists tend to revisit, recommend destinations, and provide positive reviews (Octafian & Palupiningtyas, 2019).

Several indicators used to measure tourist satisfaction include conformity to expectations, intention to reuse, and willingness to recommend (Tjiptono in Sudiarta & Dewi, 2022). Oliver (1997) through Expectancy Disconfirmation Theory explains that satisfaction occurs if performance exceeds expectations (positive disconfirmation), while dissatisfaction occurs if performance is below expectations (negative disconfirmation). In practice, quantitative approaches such as the Customer Satisfaction Index (CSI) can be used to assess satisfaction comprehensively, covering dimensions of service, perceived value, loyalty, and destination image. Understanding tourist satisfaction not only increases the competitiveness of destinations, but also creates long-term, mutually beneficial relationships between tourists and managers.

Destination Quality

From a holistic perspective, destination quality includes not only physical aspects such as natural beauty, but also the services provided to tourists. This quality is reflected in the gap between tourists' expectations and perceptions of the services received (Chuang, 2010), and includes elements of natural beauty, local culture, and environmental purity (Tosun et al., 2015; Murphy et al., 2000). The overall experience felt during a visit is the main indicator in assessing the quality of a destination (Yen et al., 2024), so it is important for managers to maintain a balance between natural charm and the quality of tourism services.

Some destination attributes that contribute to its quality include accommodation, local transportation, cleanliness, friendliness, public facilities, communication, to price and perceived value (Kozak, 2001; Maršanic et al., 2021). According to Cetinski & Sugar (2004), aspects such as natural and cultural attractions, accommodation comfort, entertainment facilities, security, environmental awareness, information, and accessibility are all important factors in determining the competitiveness of a destination. Therefore, to build a superior destination, managers need to ensure that all these elements support each other and are able to meet tourist expectations consistently.

METHODOLOGY

This study was conducted in Jakarta from August to December 2024, focusing on domestic tourist satisfaction with the quality of tourist destinations. The study used a quantitative approach with primary data obtained through survey methods, direct observation, and literature studies. The sampling technique used accidental sampling of domestic tourists who were/had visited Jakarta on weekends. The minimum number of samples was determined based on the formula of Hair et al. (2009), which is 5 times the number of indicators, so that a minimum of 210 respondents were obtained.

Data collection was carried out through a questionnaire with closed questions, which referred to variable indicators such as accommodation, attractions, transportation, cleanliness, friendliness, price, and other supporting facilities. Each variable was measured based on relevant operational definitions from previous literature. To analyze the data, two main techniques were used: Customer Satisfaction Index (CSI) to measure the overall level of satisfaction and Importance-Performance Analysis (IPA) to map attributes that need to be maintained or improved based on tourist perceptions and expectations.

The CSI method calculates a score based on the multiplication of the level of importance and satisfaction of each attribute, then converted into a percentage to determine the satisfaction category. Meanwhile, IPA displays data in a four-quadrant Cartesian graph that makes it easier to identify priority areas for development. The combination of these two methods aims to provide a comprehensive picture of destination quality and strategic input for Jakarta tourism managers.

RESULTS

Respondent Profile

Based on the data, the provinces of origin of respondents are dominated by West Java (58 people; 16.16%) and Bali (32 people; 8.91%), followed by West Sumatra, Central Java, and Banten with smaller percentages. This distribution shows the inequality of participation between provinces, with significant dominance by West Java and Bali. In terms of generation, Baby Boomers and Gen Z dominate visits to Jakarta. Baby Boomers tend to come for work or family reasons, while Gen Z is interested in entertainment, culinary, social media, and creative events in the capital. This shows the appeal of Jakarta for across generations, both for personal and recreational purposes.

Demographically, there are slightly more female respondents (50.6%) than male respondents (49.4%), with relatively balanced participation. The majority of respondents have a Bachelor's degree (29%), followed by Masters/Doctorate (54%), and secondary education (SMA/SMK/SLTP) as much as 15.3%, reflecting a fairly high level of education among respondents. In terms of employment, private employees/staff dominate with 105 people, while other job categories are the least (14 people). This indicates that most domestic tourists visiting Jakarta come from the economically active private sector.

CSI Analysis

To understand and improve the quality of tourism services in Jakarta, a measurable approach is needed, such as the Customer Satisfaction Index (CSI), which assesses the extent to which tourists' expectations are met after experiencing the services and facilities available directly (Akbar et al., 2024; Rini & Karlina, 2024). CSI measures tourist satisfaction with various service attributes through two main dimensions: level of importance and level of performance (YS et al., 2024). The results of this measurement produce an aggregate index that reflects the overall tourist experience, and becomes a strategic basis for developing destinations based on visitor needs (Kartika et al., 2024). From the data collection, the following results were obtained.

Table 1. CSI Analysis

| | Indicator | Importance Score Mean | Weighted Factor (WF) | Performance Score Mean (MSSi) | Weighted Score (WS) |
|----|---|-----------------------|----------------------|-------------------------------|---------------------|
| 1 | Accommodation Cleanliness | 3,45 | 2,47 | 3,52 | 8,68 |
| 2 | Food Quality at Accommodations | 3,46 | 2,47 | 3,45 | 8,53 |
| 3 | Accommodation Check-in and Out Speed | 3,46 | 2,48 | 3,53 | 8,74 |
| 4 | Accommodation Security | 3,47 | 2,48 | 3,53 | 8,74 |
| 5 | Accommodation Staf Attitude | 3,45 | 2,47 | 3,50 | 8,65 |
| 6 | Accommodation Service Level | 3,46 | 2,47 | 3,50 | 8,65 |
| 7 | Sights/Natural Resources | 3,00 | 2,14 | 2,49 | 5,33 |
| 8 | Climate | 3,01 | 2,15 | 2,38 | 5,12 |
| 9 | Culture | 3,08 | 2,20 | 2,51 | 5,53 |
| 10 | Food | 3,11 | 2,22 | 2,65 | 5,89 |
| 11 | History | 3,07 | 2,19 | 2,64 | 5,78 |
| 12 | Ethnicity | 3,07 | 2,19 | 2,61 | 5,72 |
| 13 | Accessibility | 3,16 | 2,26 | 2,71 | 6,12 |
| 14 | Special Event | 3,15 | 2,25 | 2,70 | 6,08 |
| 15 | Frequency of Local Transport Services | 3,41 | 2,44 | 3,55 | 8,66 |
| 16 | Accesibility of Local Transport Network | 3,50 | 2,50 | 3,47 | 8,69 |
| 17 | Convenience of Local Transport Services | 3,45 | 2,46 | 3,39 | 8,36 |
| 18 | Local Drivers Attitude | 3,41 | 2,44 | 3,33 | 8,13 |
| 19 | Destination Overall Cleanliness | 3,43 | 2,45 | 3,43 | 8,42 |
| 20 | Beach Cleanliness | 3,43 | 2,45 | 3,27 | 8,02 |
| 21 | Restaurant Cleanliness | 3,45 | 2,47 | 3,46 | 8,53 |
| 22 | Public Toilet Cleanliness | 3,39 | 2,42 | 3,23 | 7,83 |
| 23 | Local Community Attitude | 3,41 | 2,44 | 3,43 | 8,37 |
| 24 | Local Community Friendliness | 3,46 | 2,47 | 3,40 | 8,40 |
| 25 | Overall Destination Staffs Attitude | 3,47 | 2,48 | 3,48 | 8,62 |
| 26 | Restaurant Staffs Attitude | 3,48 | 2,49 | 3,52 | 8,76 |
| 27 | Responsiveness to Complaints | 3,45 | 2,47 | 3,41 | 8,42 |
| 28 | Shopping Facilities Availability | 3,48 | 2,49 | 3,63 | 9,03 |
| 29 | Nightlife Suitability | 3,45 | 2,47 | 3,57 | 8,80 |
| 30 | Entertainment Suitability | 3,43 | 2,46 | 3,55 | 8,73 |

| | | | | | |
|------------|--|------|------|------|---------------|
| 31 | Day Trips to Destinations and Other Attractions Availability | 3,46 | 2,48 | 3,50 | 8,66 |
| 32 | Health Services Availability | 3,48 | 2,49 | 3,52 | 8,77 |
| 33 | Sports Facilities Availability | 3,47 | 2,48 | 3,50 | 8,67 |
| 34 | Food and Beverages Price | 2,96 | 2,11 | 2,38 | 5,03 |
| 35 | Souvenirs And Gifts Price | 3,02 | 2,16 | 2,32 | 5,01 |
| 36 | Value For Money | 2,99 | 2,14 | 2,34 | 4,99 |
| 37 | Transportation Price | 3,05 | 2,18 | 2,48 | 5,42 |
| 38 | Accommodation Price | 3,05 | 2,18 | 2,39 | 5,21 |
| 39 | Travel Time Between The Destination Airport And The Destination. | 3,48 | 2,49 | 3,42 | 8,51 |
| 40 | Destination Airport Check-In And Check-Out Speed | 3,46 | 2,47 | 3,47 | 8,59 |
| 41 | Destination Airport Facilities Availability. | 3,49 | 2,49 | 3,48 | 8,67 |
| 42 | Destination Airport Services Availability. | 3,45 | 2,46 | 3,55 | 8,74 |
| WT | | | | | 319,61 |
| CSI | | | | | 79,90 |

Source : data processing results, 2025

Table 2. CSI Category

| | CSI Score (%) | Description (CSI) |
|----|----------------------|--------------------------|
| 1. | 81% - 100% | Very Satisfied |
| 2. | 66% - 80.99% | Satisfied |
| 3. | 51% - 65.99% | Quite Satisfied |
| 4. | 35% - 50.99% | Less Satisfied |
| 5. | 0% - 34.99% | Not Satisfied |

Source : data processing results, 2025

The data results in the Customer Satisfaction Index (CSI) show that the level of satisfaction of domestic tourists with the Jakarta destination is included in the "satisfied" category, with a score of 79.90.

IPA Analysis

This study compares two main subvariables, namely the level of importance and the level of performance, to assess the extent to which tourism services in Jakarta meet tourist expectations (Fibri & Ernawati, 2025). The main indicator in this analysis is the level of suitability, which is calculated from the comparison between performance and importance scores. From this analysis, the following results were obtained.

Table 3. IPA Analysis

| | Indicator | Importance | Performance | Percentage | Importance Mean | Performance Mean |
|----|--|------------|-------------|------------|-----------------|------------------|
| 1 | Accommodation Cleanliness | 1215 | 1238 | 102% | 3,45 | 3,52 |
| 2 | Food Quality at Accommodations | 1218 | 1214 | 100% | 3,46 | 3,45 |
| 3 | Accommodation Check-in and Out Speed | 1219 | 1243 | 102% | 3,46 | 3,53 |
| 4 | Accommodation Security | 1220 | 1241 | 102% | 3,47 | 3,53 |
| 5 | Accommodation Staf Attitude | 1216 | 1233 | 101% | 3,45 | 3,50 |
| 6 | Accommodation Service Level | 1218 | 1231 | 101% | 3,46 | 3,50 |
| 7 | Sights/Natural Resources | 1055 | 876 | 83% | 3,00 | 2,49 |
| 8 | Climate | 1059 | 837 | 79% | 3,01 | 2,38 |
| 9 | Culture | 1085 | 883 | 81% | 3,08 | 2,51 |
| 10 | Food | 1094 | 933 | 85% | 3,11 | 2,65 |
| 11 | History | 1079 | 928 | 86% | 3,07 | 2,64 |
| 12 | Ethnicity | 1080 | 917 | 85% | 3,07 | 2,61 |
| 13 | Accessibility | 1111 | 955 | 86% | 3,16 | 2,71 |
| 14 | Special Event | 1108 | 951 | 86% | 3,15 | 2,70 |
| 15 | Frequency of Local Transport Services | 1202 | 1249 | 104% | 3,41 | 3,55 |
| 16 | Accessability of Local Transport Network | 1232 | 1222 | 99% | 3,50 | 3,47 |
| 17 | Convenience of Local Transport Services | 1213 | 1194 | 98% | 3,45 | 3,39 |
| 18 | Local Drivers Attitude | 1202 | 1172 | 98% | 3,41 | 3,33 |
| 19 | Destination Overall Cleanliness | 1208 | 1208 | 100% | 3,43 | 3,43 |
| 20 | Beach Cleanliness | 1206 | 1152 | 96% | 3,43 | 3,27 |
| 21 | Restaurant Cleanliness | 1215 | 1217 | 100% | 3,45 | 3,46 |
| 22 | Public Toilet Cleanliness | 1192 | 1138 | 95% | 3,39 | 3,23 |
| 23 | Local Community Attitude | 1201 | 1208 | 101% | 3,41 | 3,43 |
| 24 | Local Community Friendliness | 1217 | 1196 | 98% | 3,46 | 3,40 |
| 25 | Overall Destination Staffs Attitude | 1220 | 1224 | 100% | 3,47 | 3,48 |
| 26 | Restaurant Staffs Attitude | 1226 | 1238 | 101% | 3,48 | 3,52 |
| 27 | Responsiveness to Complaints | 1216 | 1200 | 99% | 3,45 | 3,41 |
| 28 | Shopping Facilities Availability | 1224 | 1278 | 104% | 3,48 | 3,63 |
| 29 | Nightlife Suitability | 1214 | 1256 | 103% | 3,45 | 3,57 |
| 30 | Entertainment Suitability | 1209 | 1251 | 103% | 3,43 | 3,55 |
| 31 | Day Trips to Destinations and Other Attractions Availability | 1219 | 1231 | 101% | 3,46 | 3,50 |

| | | | | | | |
|-------------|--|------|------|------------|-------------|-------------|
| 32 | Health Services Availability | 1226 | 1240 | 101% | 3,48 | 3,52 |
| 33 | Sports Facilities Availability | 1220 | 1231 | 101% | 3,47 | 3,50 |
| 34 | Food and Beverages Price | 1041 | 837 | 80% | 2,96 | 2,38 |
| 35 | Souvenirs And Gifts Price | 1064 | 816 | 77% | 3,02 | 2,32 |
| 36 | Value For Money | 1052 | 822 | 78% | 2,99 | 2,34 |
| 37 | Transportation Price | 1075 | 874 | 81% | 3,05 | 2,48 |
| 38 | Accommodation Price | 1074 | 841 | 78% | 3,05 | 2,39 |
| 39 | Travel Time Between The Destination Airport And The Destination. | 1226 | 1203 | 98% | 3,48 | 3,42 |
| 40 | Destination Airport Check-In And Check-Out Speed | 1217 | 1223 | 100% | 3,46 | 3,47 |
| 41 | Destination Airport Facilities Availability. | 1227 | 1224 | 100% | 3,49 | 3,48 |
| 42 | Destination Airport Services Availability. | 1213 | 1249 | 103% | 3,45 | 3,55 |
| Mean | | | | 95% | 3,33 | 3,17 |

Source : data processing results, 2025

Table 4. Suitability Levels

| | Suitability Level | Suitability Index (%) |
|----|-------------------|-----------------------|
| 1. | Very Suitable | 80-100 |
| 2. | Suitable | 70-79 |
| 3. | Suitable Enough | 60-69 |
| 4. | Less Suitable | 50-59 |
| 5. | Not Suitable | 40-49 |

Source : data processing results, 2025

Based on tourist satisfaction index data and referring to the classification of suitability levels, the overall average suitability value is at 95%, which is included in the "Very Suitable" category (80-100%) (Mariati, 2023). This indicates that in general, tourists' experiences when visiting Jakarta have met, or even almost met, their expectations.

DISCUSSION

CSI Analysis

The results of the Customer Satisfaction Index (CSI) analysis show that the level of satisfaction of domestic tourists with the Jakarta destination reached a score of 79.90, which is included in the "satisfied" category (Ismail et al., 2022). This value reflects that in general, the management of services and facilities in Jakarta has sufficiently met the basic expectations of tourists (Bella & Kardian, 2001). However, a score that has not reached the "very satisfied" category (>85) indicates that there is still room for improvement, especially in aspects that have a high level of importance but have not achieved optimal performance (Ferdian, 2023).

Several attributes with the highest contribution to the satisfaction index, such as accommodation, local transportation services, and airport facilities, showed very good performance (Rahma et al., 2024). Indicators such as the availability of shopping facilities, speed of check-in/check-out, and airport services recorded a high Weighted Score (WS), indicating that these sectors have succeeded in meeting the high expectations of tourists and becoming Jakarta's competitive advantage as an urban destination (Hakim, 2021).

On the other hand, several indicators recorded low WS, such as perceptions of value for money and souvenir prices, indicating a mismatch between costs and benefits perceived by tourists (Annishia, 2017; Agatha & Hawadi, 2024). This shows that although the infrastructure and services are relatively good, some tourists feel that the cost of traveling in Jakarta is not commensurate with the experience obtained, thus reducing overall satisfaction. Cultural, historical, and ethnic aspects also showed suboptimal performance even though their importance was high. Low scores on the cultural and historical indicators indicate that Jakarta's local potential has not been maximized as a memorable tourism experience (Salim et al., 2021; Tarmini et al., 2023). Therefore, future strategies need to focus on two directions: maintaining the quality of technical services and modern facilities that are already superior, and increasing cultural appeal and price perceptions through promotions, strengthening local identity, and more balanced pricing policies (Nurlette et al., 2024; Putri, 2025; Khadija, 2024).

IPA Analysis

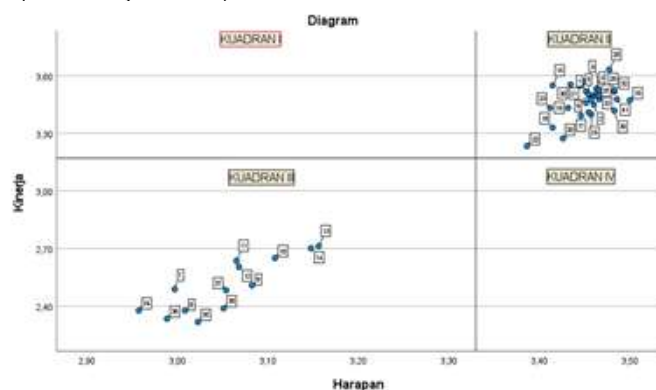
Based on overall data, the level of tourist satisfaction with Jakarta destinations is still below the expected level, with an average satisfaction of 95%. Although this figure is in the "very appropriate" category, its position at the lower limit indicates that there is still room for improvement (Yunita et al., 2025). The average value of tourist expectations was recorded at 3.33, while the actual performance value was only 3.17, indicating a service gap that, although small, remains significant in the tourism industry that is highly dependent on perceived quality (Abidin et al., 2020). This condition indicates the need for strategic steps to strengthen Jakarta's competitiveness as a memorable tourist destination and offers an experience that is commensurate with the cost (Yulianto, 2024).

Further analysis shows the imbalance between service performance and destination attractiveness. Service aspects such as accommodation, transportation, and airport facilities show high performance, even several indicators such as check-in/out speed and entertainment availability record satisfaction scores above 100% (Sulistiyadi et al., 2017). However, the performance of the main attraction aspects such as natural scenery, local culture, and culinary tourism is still weak, only ranging from 77%-85%. This imbalance shows that despite the development of infrastructure, Jakarta has not been optimal in developing a destination identity based on local potential (Fauzi & Sumirat, 2023).

The price dimension is also an important highlight in tourist satisfaction. Indicators related to the price of food, transportation, accommodation, and souvenirs only meet 77%-81% of expectations, with the indicator “worth the money spent” only reaching 78% (Widiastuti, 2020). This shows that many tourists feel that the costs incurred are not commensurate with the quality of the experience received. Negative perceptions of value for money risk reducing loyalty and the image of the destination in the long term (Dávid & Rahmat, 2024a).

Therefore, a comprehensive evaluation of the pricing policy and improving the quality of the experience offered are needed. Transparency of services, increasing the economic value felt by tourists, and strengthening local attractions are key to forming positive perceptions and creating equivalent experience value (Alfiah & Anindya, 2024). Thus, Jakarta can strengthen its position as a competitive and memorable tourist destination in the eyes of domestic tourists.

To obtain a clearer picture of the priorities for improving the quality of Jakarta's tourist destinations, the data from the IPA (Importance Performance Analysis) survey were analyzed using a Cartesian diagram (Pebriani & Hernando, 2020). This analysis aims to map each indicator based on the level of importance and performance perceived by tourists, so that it can be identified which aspects need to be maintained, improved, or re-evaluated. This approach helps destination managers determine the focus of strategic development based on tourists' perceptions of the services and attractions offered by Jakarta as a tourist destination (Hartadji, 2024).



Source : Data Processing Results, 2025

Figure 1. Cartesian Diagram

Table 5. Cartesian Diagram Analysis

| Quadrants | Description | Indicators |
|------------------------------------|--|---|
| Quadrant I (Top Priority) | Elements that have high importance but low performance. These are critical areas that need to be improved immediately. | - |
| Quadrant II (Maintain Achievement) | Elements that are important and perform well, so they need to be maintained and developed further. | Indicators included in Quadrant II (High Expectations, Low Performance) include Local Driver Attitude (18), Overall Cleanliness of Destination (19), and Cleanliness of Beach (20), indicating that although tourists' expectations of these aspects are high, the actual performance is still inadequate. |
| Quadrant III (Low Priority) | Elements with low performance and importance, so they are not a priority for further improvement. | Quadrant III (Low Expectations, High Performance) contains indicators such as Food and Beverage Price Level (34), Souvenir and Gift Price Level (35), and Value for Money (36), indicating that although expectations of price and value for money are low, the expected performance of this sector is very good. |
| Quadrant IV (Excessive) | Elements that perform very well but are less important to tourists. Resources can be diverted to other more important aspects. | - |

Source : Data Processing Results, 2025

Based on these results, it can be seen that tourists are satisfied with basic services such as public transportation, community friendliness, and accommodation, so the quality of these services needs to be maintained and improved consistently (Indraswari, 2022b). However, the results of the Importance-Performance Analysis (IPA) show that attributes such as views and beach cleanliness are in Quadrant I, indicating the main priority for improvement because they have a high level of importance but low performance (Sang et al., 2023; Tjiptono, 2011).

therefore, non-structural aspects such as cleanliness of public areas, natural scenery, and cultural attractions show a gap between expectations and reality. Therefore, improvements through environmental preservation and strengthening cultural attractions based on local wisdom need to be carried out (Andi & Kusumowidagdo, 2024). In addition, Jakarta needs to continue to innovate by developing environmentally friendly and culture-based destinations, as well as strengthening collaboration between the government and industry players to respond to tourist trends (Ahda & Rozi, 2022).

improving the quality of services that involve direct interaction with tourists is also important. Training of tourism staff such as guides, hotel staff, and drivers needs to focus on improving communication and service ethics (Widiansyah, 2019; Abrar & Salam, 2024).

CONCLUSION AND RECOMMENDATION

This study shows that the level of domestic tourist satisfaction with the quality of Jakarta destinations is generally in the satisfied category. This reflects that services and infrastructure in Jakarta, such as local transportation, accommodation, community friendliness, and entertainment, have sufficiently met visitor expectations. However, several aspects such as beach cleanliness, natural attractions, and cultural values are still not optimal, indicating a gap between expectations and reality that needs to be fixed immediately.

Tourist satisfaction also reflects the importance of integration between basic services and destination image. Although Jakarta is known as a metropolitan city with a fast pace, the combination of modernity and diversity of tourist attractions is still able to attract tourists. Given that positive perceptions are formed from various dimensions of service, both physical and emotional, therefore, destination quality is not only determined by infrastructure, but also by the ability of managers to understand the needs and preferences of tourists. Improving destination quality needs to be done comprehensively to increase satisfaction and encourage tourist loyalty to Jakarta as a leading destination.

Recommendation

Based on the analysis of the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA), tourists are generally satisfied with the Jakarta destination. However, several important aspects such as cultural attractions, cleanliness of beaches and public toilets, and the suitability of prices to service quality still do not meet tourists' expectations. These aspects have a high level of importance but low performance, so they have the potential to reduce overall satisfaction. To overcome this, strategies such as compiling affordable tour packages, subsidizing public transportation and entrance tickets, and promotional campaigns such as #MudikYuk and #LebaranDiJakartaAja can be carried out to attract domestic tourists, especially during the holiday season.

Other efforts include developing cultural and nature-based tourism areas, cleanliness education, and involving local communities to create authentic and environmentally friendly experiences. Jakarta also needs to pay attention to the preferences of the younger generation, which is the dominant group in this study, by increasing access to digital information, easy transportation, and attractions that suit their interests. Destination development should be carried out comprehensively, paying attention to promotion, physical development, preserving local values, and environmental comfort to create a memorable tourism experience.

ADVANCED RESEARCH

This study also has several limitations that need to be considered. The sample used only covers domestic tourists in a certain period, so the generalization of the results is still limited. Therefore, further research is expected to include foreign tourists and more diverse demographic groups. In addition, the approach used is still quantitative and relies on questionnaires. It would be better if qualitative approaches such as interviews or focus group discussions were also used to explore tourists' experiences and perceptions in

more depth. Finally, there are external factors such as government policies, global trends, and health crisis conditions that have not been fully discussed in this study, even though they can affect tourist behavior and destination quality. Therefore, future research is expected to consider these factors in order to provide a more complete picture of the dynamics of tourism in Jakarta.

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