The Influence of Social Infrastructure on Visitor Satisfaction at the Betawi Cultural Village

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ABSTRACT

Betawi Village is one of the cultural tourism destinations that offers a unique Betawi cultural experience to visitors. This study aims to analyze the impact of social infrastructure on visitor satisfaction at Betawi Village. Social infrastructure refers to public facilities such as toilets, places of worship, parking areas, seating, and information centers. The research method used is quantitative with a survey approach, where data is obtained through the distribution of questionnaires to 100 respondents, who are visitors to Betawi Village. Data analysis is conducted using multiple linear regression to determine the extent to which social infrastructure variables influence visitor satisfaction. The results of the study indicate that, collectively, social infrastructure has a significant effect on visitor satisfaction. Specifically, the toilet and seating facilities have the most dominant influence. These findings highlight the importance of managing and developing social infrastructure to enhance the quality of the tourist experience. This study is expected to provide input for destination managers in designing more effective service policies.
Keywords: Social infrastructure, visitor satisfaction, Betawi Village, cultural tourism.

ABSTRAK

Kampung Betawi merupakan salah satu destinasi wisata budaya yang menawarkan pengalaman khas kebudayaan Betawi kepada para pengunjung. Penelitian ini bertujuan untuk menganalisis pengaruh prasarana sosial terhadap tingkat kepuasan pengunjung di Kampung Betawi. Prasarana sosial yang dimaksud meliputi fasilitas umum seperti toilet, tempat ibadah, area parkir, tempat duduk, serta pusat informasi. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei, di mana data diperoleh melalui penyebaran kuesioner kepada 100 responden yang merupakan pengunjung Kampung Betawi. Analisis data dilakukan menggunakan regresi linear berganda untuk mengetahui sejauh mana variabel prasarana sosial memengaruhi kepuasan pengunjung. Hasil penelitian menunjukkan bahwa secara simultan prasarana sosial berpengaruh signifikan terhadap kepuasan pengunjung. Secara parsial, fasilitas toilet dan tempat duduk memiliki pengaruh paling dominan. Temuan ini menunjukkan pentingnya pengelolaan dan pengembangan prasarana sosial untuk meningkatkan kualitas pengalaman wisatawan. Penelitian ini diharapkan dapat menjadi masukan bagi pengelola destinasi dalam merancang kebijakan pelayanan yang lebih efektif.
Kata kunci: Prasarana sosial, kepuasan pengunjung, Kampung Betawi, wisata budaya.

INTRODUCTION

Tourism development in Jakarta faces various challenges and constraints that require continuous efforts to improve both the quality and quantity of tourism activities. Inadequate facilities and infrastructure, along with insufficiently effective tourism promotion, remain significant issues. Major problems such as traffic congestion, air pollution, and the lack of tourist-friendly public facilities pose ongoing challenges for the Jakarta Tourism and Creative Economy Office. Therefore, consistent improvements and upgrades in infrastructure and transportation systems are essential to support the sustainable growth of tourism in the city.

One of the cultural tourism destinations that attracts considerable interest is the Betawi Cultural Village of Setu Babakan, located in South Jakarta. Designated as an official tourism area by the Jakarta Provincial Government in 2000, this site aims to preserve the existence of the Betawi community on the outskirts of the capital city. The village serves as a center for Betawi culture, where rich traditions and the everyday life of the indigenous community are maintained as valuable cultural heritage. For visitors, the Betawi Cultural Village of Setu Babakan offers an opportunity to experience an authentic and serene atmosphere that reflects traditional Betawi life. The area also functions as an important source of information and documentation on Betawi culture, thereby enhancing visitors' understanding and appreciation of Indonesia's cultural diversity. Covering approximately 289 hectares, the site features traditional Betawi houses, historical buildings, and various facilities designed to showcase Betawi cultural expressions.

To enhance tourist appeal and visitor comfort, the government, in collaboration with local communities, has continuously worked to improve and expand existing facilities. The development of supporting amenities such as children's playgrounds, souvenir centers, and health facilities has become a priority to ensure a safe and enjoyable visitor experience. In addition, intensive promotion through social media platforms and cooperation with travel agencies has been implemented to attract a larger number of both domestic and international tourists. This study aims to analyze the influence of social infrastructure on visitor satisfaction at the Betawi Cultural Village of Setu Babakan, Jakarta.

This research is important for identifying the facilities and attractions possessed by cultural tourism destinations such as Setu Babakan in maintaining and enhancing their attractiveness to both domestic and international visitors. Through this study, a deeper understanding can be gained of how the management, maintenance, and development of facilities and infrastructure, as well as the overall visitor experience in the area, can be optimized to support sustainable tourism development in South Jakarta. Consequently, the findings are expected not only to provide insights into tourism facilities and the economic and social potential of Betawi cultural tourism, but also to offer strategic guidance for the government and relevant stakeholders in improving the quality and competitiveness of this destination in the global tourism market.

METHODS

In this study, the data analysis technique employed is simple linear regression analysis to examine the effect of the independent variable (X), namely social infrastructure, on the dependent variable (Y), which is visitor satisfaction. Data collection techniques refer to the methods or procedures used by the researcher to obtain the data required to address the research questions or to test the proposed hypotheses. The study was conducted at the Betawi Cultural Village of Setu Babakan, located in South Jakarta. The Betawi Cultural Village is a cultural tourism destination managed by the Provincial Government of DKI Jakarta as a center for the preservation of Betawi culture. The object of this research is the visitors to the Betawi Cultural Village, who serve as the subjects for assessing their level of satisfaction with the social infrastructure available at the tourism site.

The population of this study consists of all visitors to the Betawi Cultural Village of Setu Babakan during the research period. Sampling was carried out using a non-probability sampling technique, specifically accidental sampling, in which respondents were selected based on those who were encountered incidentally by the researcher and were willing to participate in the study.

RESULTS AND DISCUSSION

The research results are discussed as follows:

1) **F-test**

a) If the significance value (sig) is less than 0.05, it indicates that there is a simultaneous effect of variable X on variable Y.
b) If the significance value (sig) is greater than 0.05, it indicates that there is no simultaneous effect of variable X on variable Y.

F-tabel: F (k-1; n-k)F = (2-1; 100-2) / F = (2;97) = **3,09**

2) **t-test**

a) If the significance value (sig) is less than 0.05 or the calculated t-value (t-count) is greater than the critical t-value (t-table), it indicates that variable X has a significant effect on variable Y.
b) If the significance value (sig) is greater than 0.05 or the calculated t-value (t-count) is less than the critical t-value (t-table), it indicates that variable X does not have a significant effect on variable Y.

t-tabel: t (α; n − k) t = (α; 100-2) / t = (0,05; 97) = **1, 984**

Tabel 4.33
Hasil Uji Signifikan Uji F dan Uji T

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2095.422	1	2095.422	439.566	<,001[b]
	Residual	467.168	98	4.767		
	Total	2562.590	99			

a. Dependent Variable: Kepuasan Pengunjung

b. Predictors: (Constant), Prasarana Sosial

Source: Data processed by the author using SPSS version 27 (2025).

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.444	1.886		.766	.445
	Prasarana Sosial	.669	.032	.904	20.966	<,001

a. Dependent Variable: Kepuasan Pengunjung

Source: Data processed by the author using SPSS version 27 (2025).

Based on the table above, it can be concluded that the significance value is less than 0.05, namely < 0.001, indicating that social infrastructure has a significant effect on visitor satisfaction. In addition, the calculated F-value of 439.566 is greater than the F-table value of 3.09, which demonstrates a significant simultaneous effect.

The results of the t-test for the social infrastructure variable also show a significance value of < 0.001. Since this value is lower than 0.05, it can be concluded that social infrastructure has a statistically significant effect on visitor satisfaction. The calculated t-value obtained in this analysis is 20.966.

Tabel 4.34
R Square Variabel X dan Variabel Y
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.904[a]	.818	.816	2.183

a. Predictors: (Constant), Prasarana Sosial

b. Dependent Variable: Kepuasan Pengunjung

Source: Data processed by the author using SPSS version 27 (2025).

The analysis results indicate that the regression model demonstrates a strong and statistically significant relationship. The R value (correlation coefficient) of 0.904 reflects a very strong and positive relationship between the predictor variable (Social Infrastructure) and the dependent variable (Visitor Satisfaction). The R Square value (coefficient of determination) of 0.818 indicates that 81.8% of the variation in Visitor Satisfaction can be explained by Social Infrastructure. The remaining 18.2% (1 −

0.818) is influenced by other variables not included in this research model. The Adjusted R Square value of 0.816 provides a more accurate estimation than R Square, as it has been adjusted for the number of independent variables and sample size. This measure is often considered more reliable in research because it minimizes bias resulting from the inclusion of additional predictor variables. Finally, the Standard Error of the Estimate of 2.183 indicates the average deviation of Visitor Satisfaction scores from the regression line. A smaller value suggests a better predictive accuracy of the regression model. The findings further reveal that social infrastructure has a significant effect on visitor satisfaction at the Betawi Cultural Village tourism destination. This conclusion is supported by several key findings. First, with regard to the Social Infrastructure variable at the Betawi Cultural Village, the analysis shows that social infrastructure as a whole has a significant influence on visitor satisfaction. This finding is consistent with the theoretical framework presented in this study, in which social infrastructure is defined as public facilities such as toilets, prayer rooms, parking areas, seating facilities, and information centers. These results emphasize the importance of effective management and continuous development of social infrastructure in enhancing visitors' tourism experiences, as outlined in the research abstract.

Second, the results related to Visitor Satisfaction at the Betawi Cultural Village indicate that visitor satisfaction is generally at a positive level. As stated in the abstract, the partial analysis reveals that toilet facilities and seating areas have the most dominant influence on visitor satisfaction. This finding is highly relevant to consumer satisfaction theory, which posits that satisfaction is an emotional evaluation that arises when consumers' expectations and needs are fulfilled. Therefore, the provision of adequate and well-functioning basic facilities, such as toilets and seating areas, plays a crucial role in creating visitor satisfaction.

This study is consistent with previous research discussed in the literature review, which suggests that the availability of facilities, infrastructure, and quality services at a tourism destination can serve as its main attraction (Cardias, 2021; Nugraha et al., 2019). The implications of these findings, as highlighted in both the abstract and background of the study, are expected to provide valuable input for destination managers in designing more effective service policies. Strong collaboration among the government, destination managers, and local communities is essential to preserve cultural heritage and enhance the attractiveness of the Betawi Cultural Village.

CONCLUSION

The conclusion of this study indicate several important conclusions regarding the influence of social infrastructure on visitor satisfaction at the Betawi Cultural Village: (1) There is a significant and positive relationship between social infrastructure and visitor satisfaction at the Betawi Cultural Village. Improved conditions and quality of social infrastructure are associated with higher levels of visitor satisfaction. (2) On a partial basis, the study reveals that toilet facilities and seating areas are the two most dominant components of social infrastructure influencing visitor satisfaction. This result highlights that basic facilities supporting

visitors' physical comfort should be a primary concern for destination managers. (3) These findings are consistent with theories of customer satisfaction and tourism, which emphasize that the availability and quality of infrastructure play a crucial role in shaping positive visitor experiences and enhancing the image of a tourism destination.

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