

Is It Still Safe to Visit Artificial Attraction in Jakarta?

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Abstract – This study aims to determine the Importance and Performance of CHSE (Cleanliness, Health, Safety, and Environment Sustainability) protocol and Customer Satisfaction Index at Man-Made or Artificial Attraction during the new normal. The circular contains health protocols that must be applied by every entrepreneur and/or manager, employee, and tourist. CHSE (Cleanliness, Health, Safety, and Environment Sustainability) is one of the health protocols based on cleanliness, health (health), security (security), and environmental sustainability implemented by the government for the prevention and control of the Coronavirus. Disease (COVID-19) in every related facility, the community environment, to tourism destinations. This study is a quantitative study using primary data collected through an online questionnaire. This study uses a probability sampling technique with a sample size of 331. This study was conducted with validity and reliability tests and descriptive analysis using Importance and Performance Analysis (IPA) techniques and performed calculations to get the Customer Satisfaction Index (CSI). The results show that the importance of performance analysis correlate to the Customer Satisfaction Index (CSI) was 72.56%. Researchers feel the lack of research on CHSE (Cleanliness, Health, Safety, and Environment Sustainability) in Man-Made Attraction and the lack of scientific literature on CHSE (Cleanliness, Health, Safety, and Environment Sustainability) with the theme of industrial vehicles.

Keywords: CHSE (Cleanliness, Health, Safety, and Environment Sustainability), New Normal, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA), Artificial Attraction

Introduction

The tourism industry is one sector that plays an essential role in the economy of a region or country. Besides having an essential role in the economy, the tourism sector is also vulnerable to natural and non-natural disasters. The coronavirus itself attacks the respiratory system with infections whose symptoms are similar to the flu, and corona has a more severe effect than Middle East Respiratory Syndrome (MERS) and severe acute respiratory syndrome (SARS) (Nicola et al., 2020).

The enactment of PSBB (Pembatasan Sosial Berskala Besar) in certain areas significantly impacts various economic, social, and political sectors. The tourism sector felt the most significant impact in this pandemic, first implementing PSBB in all regions in Indonesia. In (BPS 2020), the Indonesian tourism sector experienced a decline in the number of foreign tourist visits from January to May 2020 by 2.9 million, down 53.36% from 2019 of 6.3 million visits. There has also been a decline in domestic tourist visits, especially among Indonesians who are reluctant to travel because they are worried about the impact of COVID-19 (Kartiko, 2020). A survey conducted by the Ministry of Tourism and Creative Economics in 2020 showed that 92% of the 5,242 sector workers lost their livelihoods. Most of them work in accommodation (87.3%), transportation (9.4%), and restaurants (2.4%), Goenadhi (2020), mentioned that the restaurant industry was decreasing by around 60% because of the PSBB, and the rest (0.97%) in other businesses such as souvenirs and services (spa, tour guide, and attraction managers).

In 2022, the PSBB is no longer in effect, and Indonesia is entering a new-normal phase. The President of Indonesia has removed the use of face masks outdoors, and schools and several tourist attractions have reopened. This situation is good for the tourism industry. However, some customers are still afraid and question the CHSE (Cleanliness, Health, Safety, and Environment Sustainability) in the tourism industry, especially artificial attractions; some are indoors.

According to a circular from the minister of health number HK.01.07/Menkes/382/2020, regarding the application of the CHSE protocol for visitors in public places and facilities in the context of preventing and controlling Coronavirus Disease (COVID-19). Implementing CHSE at the artificial attraction is expected to make visitors feel safe while traveling.

Applying the CHSE protocol in the tourism sector is expected to help preserve the environment and encourage the tourism sector to return by ensuring that tourist destinations remain clean, healthy, and safe to pay attention to environmental aspects (Candra & Rekha, 2020). According to Prayudi (2020), tourists will like to visit tourist objects when they feel safe, peaceful, not afraid, protected, and free from crime, infectious diseases, and disease pandemics.

In a study conducted by Suidarma & Afrita (2021), the authors examined how the development of CHSE increased tourism in the Jimbaran beach area. To make people and tourists aware of the importance of maintaining cleanliness, health, safety, and natural beauty, which is one of the potentials of the village, so that tourist attractions can survive in any situation. To make the public and tourists aware that it is essential to implement the CHSE protocol in the Jimbaran beach area, the author provides education and builds posters at several points. In addition, the author also made an appeal and distributed several masks to tourists who did not use masks and carried out activities to clean up the trash on the beach.

Based on the background, now Indonesia faces new-normal and needs to keep the CHSE to avoid more epidemics. For example, China closed down again because of the epidemic in that area. CHSE must be implemented in all areas, especially in tourist areas. Health protocols that have been implemented include

- checking the temperature before entering tourist destinations,
- providing hand washing or hand sanitizers around tourist destinations,
- requiring incoming tourists to wear masks,
- appeals to keep their distance, and
- other warnings posted around tourist destinations.

CHSE certification grants certificates to Tourism Businesses, Tourism Destinations, and other Tourism Products to provide guarantees to tourists for the implementation of cleanliness, health, safety, and environmental sustainability at these tourist destinations.

From these problems, researchers continue to identify the importance of implementing CHSE according to Artificial Attraction visitors during the new standard period. The implementation of CHSE according to Artificial Attraction visitors during the new standard period. Importance and Performance have an impact on the Customer Satisfaction Index (CSI) related to CHSE according to Artificial Attraction visitors during the new standard period.

This research focus on:

1. Is it essential to implement CHSE according to Artificial Attraction visitors during
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the new-normal period?

2. How is the implementation of CHSE according to Artificial Attraction visitors during the new standard period?

According to Nurhayati (2021), customer satisfaction is a feeling where visitors feel separate satisfaction when they use a service or goods. In addition, customer satisfaction can also be an indicator to see how satisfied visitors are with the services or goods offered and be a reference to whether they will tend to continue to use them. Meanwhile, according to (Amanah, 2021), customer satisfaction is when visitors feel that both service providers and goods providers can meet all their needs they want. The fulfillment of customer satisfaction will make them continue to use the services and goods from that place.

According to Gerald (2021), the Customer Satisfaction Index (CSI) is an index used to measure customer satisfaction. Finding out the customer satisfaction index can be done by conducting a survey. Three ways can be used to measure the level of customer satisfaction, namely by calculating the Weighting Factor (WF), calculating the Weighted Score (WS), and calculating the Weighted Average (WA). After calculating the level of satisfaction with this formula, customer satisfaction will be obtained.

So based on the definitions of the existing theories, it can be concluded that customer satisfaction is a feeling where the expectations/wants to be owned by visitors can be appropriately fulfilled, so visitors feel that satisfaction. Likewise, in the tourism sector, the more satisfied tourists are with a tourist attraction, the higher the potential for them to visit that place again. Visitor satisfaction can also be calculated through the Customer Satisfaction Index (CSI).

Importance Performance Analysis (IPA) is a technique used to measure essential performance factors of service or goods providers. Martilla and James first proposed the Importance Performance Analysis (IPA) technique itself in 1977 in their article entitled "Importance Performance Analysis," published in the *Journal of Marketing*. Measuring the relationship between visitor perceptions and priorities for improving product/service quality is also known as quadrant analysis (Irawati, 2019).

Importance Performance Analysis (IPA) is a technique used to measure the importance and performance of development or marketing. There are three stages to calculating Importance Performance Analysis (IPA):

- Determine the level of correspondence between the level of importance and the quality level of the performance attribute.
- Calculate the average for each attribute perceived by visitors.
- Calculate the average of all levels of the attribute of interest.

Meanwhile, according to (Jackxander, 2018), Importance Performance Analysis (IPA) itself is used to analyze the performance of the importance and performance of a service. To calculate the level of performance (x) and the level of importance (y), respondents can use a Cartesian diagram. These two axes will produce four quadrants.

Quadrant 1 means factors or attributes considered necessary by visitors but have not been appropriately implemented by the manager. Quadrant 2 contains factors or attributes considered essential and satisfy visitors that the manager has appropriately implemented. Quadrant 3 contains factors that are considered less critical by visitors. Moreover, the last quadrant, 4, contains factors considered less important but are carried out excessively by the

manager.

The implementation of the CHSE protocol itself is carried out based on a circular from the minister of health number HK.01.07/Menkes/382/2020 regarding the application of health protocols for the community in public places and facilities in the context of preventing and controlling the COVID-19. The circular contains health protocols that every entrepreneur, manager, employee, and tourist must apply. CHSE is one of the health protocols based on cleanliness, health (health), security (security), and environmental sustainability implemented by the government for the prevention and control of COVID-19 in every related facility, the community environment, to tourism destination (Kemenkes, 2020).

Tourist object actors expect to consistently apply the SOP (Standard Operating Procedure) in running their business. One of the SOPs that must apply in a tourist attraction is that tourists ask to wear masks and check their body temperature. Tourist attraction actors expect to monitor visitors' capacity to avoid the accumulation of visitors. The implementation of CHSE expects to be a breakthrough for the tourism sector to continue running before the pandemic. Implementing a new habit, namely CHSE, in the tourism sector is expected to make tourists feel safe when traveling (Nurrahma, 2021).

The research was conducted (Sari, 2020) in fifty cities, and the study used an accidental sampling technique with 100 respondents. The data obtained will be analyzed using Importance Performance Analysis (IPA) and Customer Satisfaction Index (CSI) techniques to determine all attributes' importance and visitor satisfaction. It can be concluded from the study results that visitor satisfaction got a value of 69%. This number can be said to be entirely satisfactory.

In this study, researchers surveyed tourists who took part in the Darwin-Ambon sailing ship competition to get tourists' perceptions. After conducting the survey, the researcher then analyzed the data using the Importance Performance Analysis (IPA) technique to determine tourists' interest and satisfaction with the Darwin-Ambon sailing boat competition.

In this study, using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) are considered very important, references to measure the level of importance of tourist facilities in the place and how satisfied tourists are when visiting the place. Especially during the current Coronavirus Disease (COVID-19) pandemic, the implementation of the CHSE (Cleanliness, Health, Safety, and Environment Sustainability) program set by the minister of health number HK.01.07/Menkes/382/2020 is considered to be very helpful in preventing the virus. From this implementation, it is essential to use the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) techniques to calculate how satisfied tourists are with the implementation of the CHSE (Cleanliness, Health, Safety, and Environment Sustainability) program, then use the Importance Performance Analysis (IPA) technique) to see what attributes tourists consider essential to be improved and which attributes they feel are less important.

It can be said that the Importance Performance Analysis (IPA) method is used to determine how important the role of an attribute and customer satisfaction is used to determine the level of customer satisfaction. So, from data collection, we can find out how high the number of customer satisfaction is and how vital customer satisfaction is to customer comfort.

The newest in this research that the previous study is, research from Sari and Wirsa (2020) researched visitor satisfaction in the Harau Valley tourist area, fifty cities. This study

uses services as a variable because the Harau Valley tourist area is a tourism sector where service quality is a significant benchmark. Therefore, in this study, the Customer Satisfaction Index (CSI) technique is used to measure the tourists' satisfaction with visiting the place. The Importance Performance Analysis (IPA) technique is used to measure the importance and performance of each attribute. This study found that tourist satisfaction in the Harau Valley tourist area was 69%, where it can be said that tourists were satisfied with the attributes of the tourist area. However, in the Importance Performance Analysis (IPA) calculation, several attributes are expected to be improved in quality, such as structuring the parking area and repairing toilet/bathroom facilities that need to be done.

Simanjuntak and Tampubolon's research (2020) observed the effect of tourist satisfaction on tourism attributes using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) methods. This research was conducted in Sipoholon Hot Springs, Soda Water Baths, and Tamaro Hot Springs. This study has four operational variables: tourist characteristics, purchasing decision processes, and tourism products. After conducting the survey, the researcher used the Customer Satisfaction Index (CSI) to measure customer satisfaction. To calculate it, the researcher carried out several stages, namely looking for the value of the Mean Importance Score (MIS), Mean Satisfaction Score (MSS), Weight Factor (WF), Weight Score (WS), and determining the Customer Satisfaction Index (CSI) Scale. From these calculations, the Customer Satisfaction Index (CSI) value is 68.89%, which means it can be said that tourists are satisfied with all the attributes of the tourist attraction. To calculate the importance and performance of the existing attributes, the researcher uses the Importance Performance Analysis (IPA) technique by grouping each of the existing attributes into a Cartesian diagram. After calculating and grouping each attribute into a diagram, the results obtained from the 26 attributes that exist eight attributes are in quadrant A (priority). Eight attributes in quadrant B (maintain achievement), in quadrant C (low priority), there are six attributes, and in quadrant D (excessive), there are two attributes.

This study (Bascha & Widaningrum, 2021) discussed the impact of COVID-19 on the desire of tourists to visit Surabaya. This study focuses on the impact of the spread of COVID-19 on Surabaya tourists. This study also discusses the implementation of CHSE issued by the government. Researchers used Google forms or questionnaires distributed through social media to collect data, including WhatsApp, Instagram, and Facebook. From the questionnaire, data were obtained 121 respondents. The application of CHSE in the tourism sector can be said to be one of the government's steps in deciding the distribution of COVID-19 tourism. With the implementation of the CHSE protocol, it is hoped that tourists will feel safer when traveling.

Method

The research design used in this study is a quantitative research design with survey methods. Survey research is a method used to solve a problem that has been known or observed previously. Survey research itself can be done by taking scientific samples or questionnaires to measure a population. For respondents from survey research taken at random, the random sample will be declared valid if it meets the standards (Duli, 2019).

In this study, the population studied were all tourists who had traveled to Artificial Attraction during the new-normal period. The sample size is using an unknown population, because of the research in conducting in several artificial attraction places. For sample size

calculation of unknown population size, this study is using the following formula: $n = z^2 \cdot [p \cdot q] / d^2$, which is used to calculate the sample size of a quantitative variable in prevalence or cross-sectional studies. In this formula, n is the sample size, P is the estimated proportion of the study variable or construct based on previous studies or pilot studies (70%), $q = 1 - P$ (30%), and d is the margin of error (5%). z is the Z-score or a standard normal deviation corresponding to (100%, $\alpha/2\%$), where α refers to the significance level or the probability of making a type I error. The z score for different significance levels is: 1.96 for 5%, 1.28 for 10%, and 2.58 for 1%. I have added some hypothetical values and the sample size would be 323 (Charan & Biswas, 2013).

The Importance Performance Analysis (IPA) technique itself is used to measure the importance and performance of an attribute. In the Importance Performance Analysis (IPA) technique, there are two axes, namely the x-axis, which represents the position of the y-axis representing expectations. These two axes will get the results in the form of four quadrants. Where there are four quadrants, namely:

1. Quadrant I

Quadrant I contain factors that are considered necessary by visitors, but in fact, visitors are not satisfied. Therefore, in this quadrant, Artificial Attraction is expected to improve performance.

2. Quadrant II

In this quadrant, visitors feel satisfied because tourist destinations are expected to maintain their performance to keep visitors satisfied.

3. Quadrant III

In this quadrant, visitors feel that there are factors that are not important and are not expected by visitors so tourist destinations do not need to improve their performance here.

4. Quadrant IV

In this quadrant, visitors feel that there are no essential factors so tourist destinations are expected to allocate more of these resources to more important factors.

From the results of the quadrant calculation, it will produce a matrix containing four quadrants wherein each quadrant explains the priority scale so that the company can make decisions to improve company's performance or maintain its performance (Irawati, 2019).

The Customer Satisfaction Index (CSI) is a method used to measure visitor satisfaction. The Customer Satisfaction Index (CSI) was chosen as a research analysis method to determine the customer's performance, importance, and satisfaction. Conversion to visitor ratings (Gerad, 2021).

To find out the value of the Customer Satisfaction Index (CSI), you can use the following steps:

1. Determining the Mean Importance Score (MIS) and Mean Satisfaction Score (MSS)

$$MIS = \frac{\sum_{i=1}^n Y_i}{n}$$

Where:

n = Number of visitors

Y_i = The Importance Value Of The I-th Attribute Y

2. Calculating Weight Factor (WF)

$$WF = \frac{MIS_i}{\sum_{i=1}^p MIS_i} \times 100\%$$

Where:

p = Atribut Kepentingan Ke-p

3. Calculating Weight Score (WS)

$$WS_i = WF_i \times MSS$$

Where:

WS = *weight score*

WF = *weight factor*

MSS = *mean satisfaction score*

4. Determining the Customer Satisfaction Index (CSI)

$$CSI = \frac{\sum_{i=1}^p WS_i}{5} \times 100\%$$

Where:

p = importance of the p attribute

The criteria for the customer satisfaction index use a range of 0% to 100% (not satisfied to very satisfied), and according to Santoso (2018), there are 5 criteria for the satisfaction index, 0 to 34.99% is not satisfied, 35% until 50.99% Less Satisfied, 51% until 65.99% Quite Satisfied, 66% until 80.99% Satisfied, and the last one 81% until 100% is Very Satisfied (see table 1).

Table 1. Satisfaction Index

| No | Index Value | Remark |
|----|-------------|-----------------|
| 1 | 81%-100% | Vert 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: Santoso (2018)

Results and Discussions

Respondents from this study were visitors who had visited Artificial Attraction during the new normal period. There was a total of 323 respondents who passed the filtering question and were valid for this study.

Table 2. Socio-Demographic of Respondent

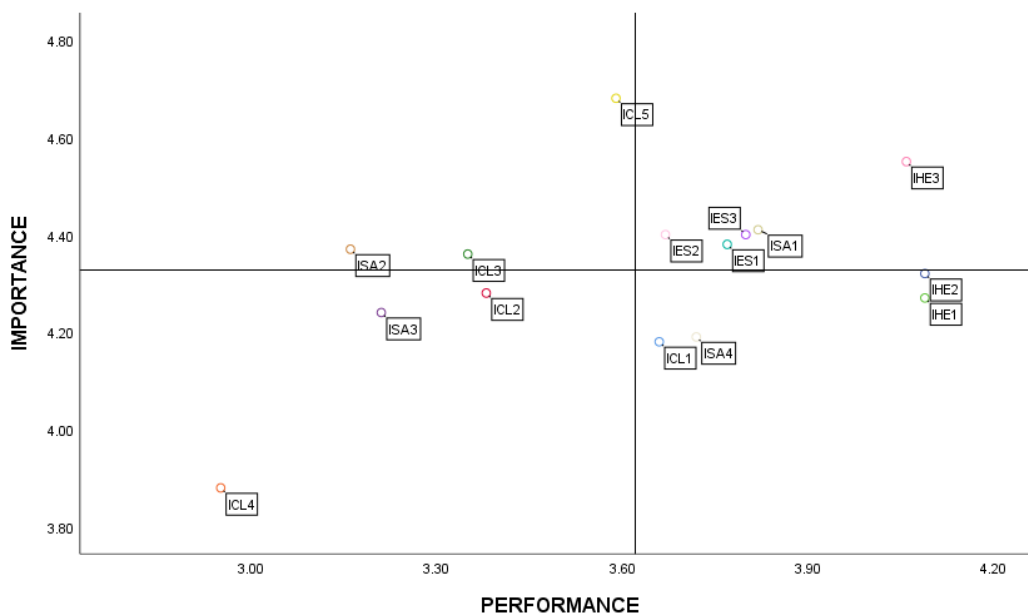
| Gender | | | | |
|------------------------------|-----------|---------|---------------|--------------------|
| | Frequency | Percent | Valid Percent | Cumulative Percent |
| Male | 145 | 43.8 | 43.8 | 43.8 |
| Female | 186 | 56.2 | 56.2 | 100.0 |
| Total | 331 | 100.0 | 100.0 | |
| Age | | | | |
| <24 Years Old | 177 | 53.5 | 53.5 | 53.5 |
| 25-35 Years Old | 75 | 22.7 | 22.7 | 76.1 |
| 36-46 Years Old | 49 | 14.8 | 14.8 | 90.9 |
| 47-57 Years Old | 16 | 4.8 | 4.8 | 95.8 |
| >58 Years Old | 14 | 4.2 | 4.2 | 100.0 |
| Total | 331 | 100.0 | 100.0 | |
| Marital Status | | | | |
| Single | 197 | 59.5 | 59.5 | 59.5 |
| Married | 120 | 36.3 | 36.3 | 95.8 |
| Janda/Duda | 8 | 2.4 | 2.4 | 98.2 |
| Others | 6 | 1.8 | 1.8 | 100.0 |
| Total | 331 | 100.0 | 100.0 | |
| Income | | | | |
| < Rp 5.000.000 | 167 | 50.5 | 50.5 | 50.5 |
| Rp 5.000.001 - Rp 10.000.000 | 98 | 29.6 | 29.6 | 80.1 |
| Rp 10.000.001 - 20.000.000 | 53 | 16.0 | 16.0 | 96.1 |
| > Rp 20.000.001 | 13 | 3.9 | 3.9 | 100.0 |
| Total | 331 | 100.0 | 100.0 | |
| Occupation | | | | |
| Private Officers | 102 | 30.8 | 30.8 | 30.8 |
| Businessman | 31 | 9.4 | 9.4 | 40.2 |
| Housewife | 21 | 6.3 | 6.3 | 46.5 |
| Student | 148 | 44.7 | 44.7 | 91.2 |

| | | | | |
|---------------------------------|-----|-------|-------|-------|
| Others | 29 | 8.8 | 8.8 | 100.0 |
| Total | 331 | 100.0 | 100.0 | |
| Area of Man-Made Tourism | | | | |
| Jakarta | 214 | 64.7 | 64.7 | 64.7 |
| Bogor | 43 | 13.0 | 13.0 | 77.6 |
| Tangerang | 9 | 2.7 | 2.7 | 80.4 |
| Bekasi | 65 | 19.6 | 19.6 | 100.0 |
| Total | 331 | 100.0 | 100.0 | |
| Area of Domicile | | | | |
| Jakarta | 57 | 17.2 | 17.2 | 17.2 |
| Bogor | 38 | 11.5 | 11.5 | 28.7 |
| Depok | 8 | 2.4 | 2.4 | 31.1 |
| Tangerang | 15 | 4.5 | 4.5 | 35.6 |
| Bekasi | 213 | 64.4 | 64.4 | 100.0 |
| Total | 331 | 100.0 | 100.0 | |

Source: Calculating from researcher using SPSS ver. 26

From table 1, the majority of the respondents are female 56.2%, and the age between 24 years old 53.5%, single 59.5%, income below Rp 5.000.000 50.5%, occupation is students 44.7%, area of artificial tourism is in Jakarta 64.7%, and area of domicile is Bekasi 64.4%.

Graphic 1. Importance and Performance Analysis



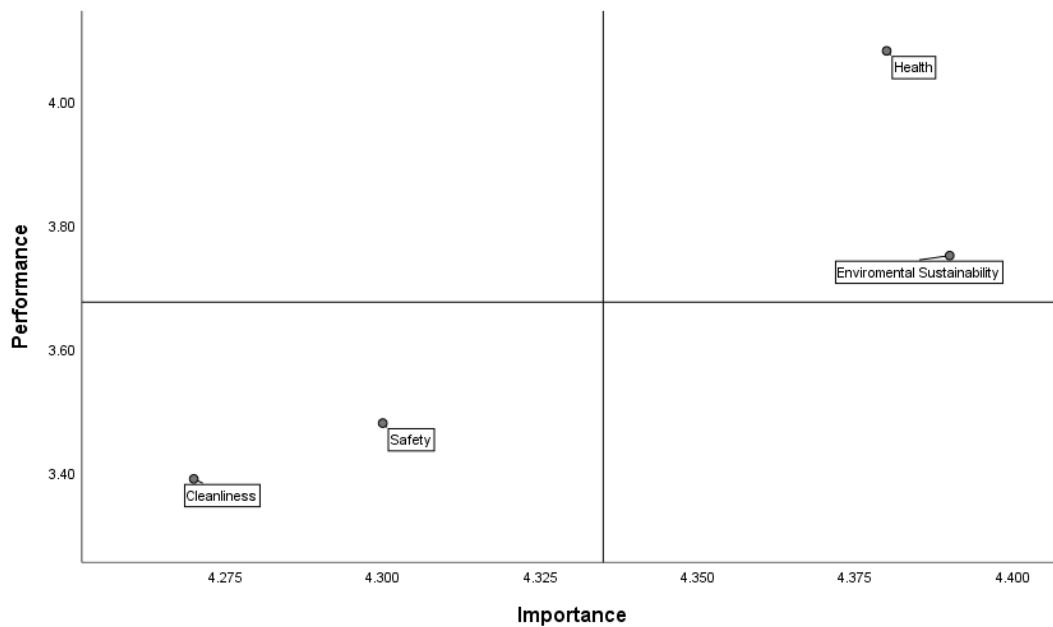
Source: Calculating from researcher using SPSS ver. 26

From graphic 1, in quartal one which is very important but low in performance are ISA 2 (Refund system), ICL3 (Sanitizing public area), and ICL5 (Hygiene toilet). In quartal two, which are very important and high in performance are IHE3 (Separate entrance and exit), IES3 (Employee follow CHSE rules), IES2 (Place for garbage bin), IES1 (Equipment of sanitation), and ISA1 (SOP of CHSE). In quartal three, which are not important and low in performance are ICL2 (Social distancing), ISA3 (Avoid crowding), and ICL4 (Customer washing hands). In

quartal four which are not important and high in performance are ICL1 (Place for hand washing), ISA4 (Reservation system), IHE2 (All people wearing a mask), and IHE1 (Bring own hand sanitizer).

From CHSE aspects, only two quartal effects. The first one is Health, and Environmental Sustainability put in quartal 2, which is very important, and the performance is above average. Furthermore, the other two are safety and cleanliness in quartal 3, which is unimportant, and artificial tourism performance is below average (see graph 2).

Graph 2. CHSE Importance and Performance Analysis



Source: Calculating from researcher using SPSS ver. 26

The second graphic found that cleanliness is not important and the performance is below average because now already in the new normal, where people start to think that Covid-19 is like the new flu. The instruction from the President of the Republic of Indonesia, Mr. Joko Widodo, also mentions that we were not able to use a face mask when doing outdoor. Safety is also in the same quartal because of the habit of using masks outside of tourism areas and using the “*peduli lindungi*” application that can monitor the capacity of the people inside a room or area of artificial tourism.

Health and environmental sustainability are in the quartal two: good performance or above average, and the importance also above average. Health and environmental sustainability are high might happen because most Indonesian people have already got the vaccine. Environmental sustainability might happen because the trash bin or the garbage bin is all in the place, most employees follow health protocol, and see a lot of sanitation equipment.

Table 3. Customer Satisfaction Index

| NO. | ITEM | IMPORTANCE | WEIGHT FACTOR | PERFORMANCE | WEIGHT SCORE |
|-----|------|------------|---------------|-------------|--------------|
| 1 | ICL1 | 4.18 | 0.06 | 3.66 | 0.24 |
| 2 | ICL2 | 4.28 | 0.07 | 3.38 | 0.22 |
| 3 | ICL3 | 4.36 | 0.07 | 3.35 | 0.22 |
| 4 | ICL4 | 3.88 | 0.06 | 2.95 | 0.18 |
| 5 | ICL5 | 4.68 | 0.07 | 3.59 | 0.26 |
| 6 | IHE1 | 4.27 | 0.07 | 4.09 | 0.27 |
| 7 | IHE2 | 4.32 | 0.07 | 4.09 | 0.27 |
| 8 | IHE3 | 4.55 | 0.07 | 4.06 | 0.28 |
| 9 | ISA1 | 4.41 | 0.07 | 3.82 | 0.26 |
| 10 | ISA2 | 4.37 | 0.07 | 3.16 | 0.21 |
| 11 | ISA3 | 4.24 | 0.07 | 3.21 | 0.21 |
| 12 | ISA4 | 4.19 | 0.06 | 3.72 | 0.24 |
| 13 | IES1 | 4.38 | 0.07 | 3.77 | 0.25 |
| 14 | IES2 | 4.40 | 0.07 | 3.67 | 0.25 |
| 15 | IES3 | 4.40 | 0.07 | 3.80 | 0.26 |
| | MEAN | 4.33 | | 3.62 | |
| | SUM | 64.89 | | | 3.63 |
| | CSI | 72.56% | | | |

Source: Calculating from researcher using SPSS ver. 26

From table two, the customer satisfaction index (CSI) is 72.56% based on the CSI value obtained by dividing the Total Weighting value by the maximum scale used in this study (maximum scale of 5), then multiplied by 100%. Based on the satisfaction index in table 1, the Customer Satisfaction Index (CSI) value of 72.56% is 66% - 80.99%, which means that, in general, the customer satisfaction index in artificial tourism is satisfactory.

Conclusions and Recommendations

This research concludes that most of the customers who visit artificial tourism are satisfied 72.56%, and the aspect that gets the highest importance and performance is health, and the lowest importance and performance is cleanliness.

The implication of this research showed that the artificial tourism attraction needs to keep up the health factors by facilitating hand sanitizer, wearing a mask, and separating entrance and exit. Furthermore, for environmental sustainability by improving sanitation equipment, ensure that all employees follow CHSE rules, and clean the trash bin or garbage bin.

Future research can use the questionnaire for satisfaction, expand the respondents, and focus on one area or artificial tourism famous in greater Jakarta.

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