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Measuring the Comfort of Tourist Visitors at Sukaerlaran Beach, Kakuluk Mesak District, Belu Regency

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ABSTRAK
Penelitian ini bertujuan untuk menganalisis pengaruh sanitasi lingkungan dan pengelolaan wisata terhadap kenyamanan wisatawan di Pantai Sukaerlaran Kabupaten Belu. Penelitian ini dilakukan secara survey, expost fakto, dan asosiatif. Populasi dalam penelitian ini terdiri dari pengunjung di Pantai Sukaerlaran, Kecamatan Kakuluk Mesak, Kabupaten Belu. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah non-probability sampling, khususnya accidental sampling dengan syarat dianggap layak sebagai sumber data, yaitu minimal 100 responden. Data yang diperoleh melalui pembagian kuesioner. Teknik analisis dengan analisis deskriptif dan inferensial. Hasil penelitian menunjukkan bahwa simultan dan parsial terdapat pengaruh positif dan signifikan antara sanitasi lingkungan, pengelolaan wisata terhadap kenyamanan wisatawan. Hal ini mengindikasikan bahwa semakin baik kondisi sanitasi lingkungan dan pengelolaan destinasi, maka semakin tinggi tingkat kenyamanan pengunjung.

Kata Kunci: sanitasi, pengelolaan, kenyamanan, wisatawan

ABSTRACT
This study aims to analyze the influence of environmental sanitation and tourism management on tourist comfort at Sukaerlaran Beach, Belu Regency. This study was conducted using survey, ex-post facto, and associative methods. The population in this study consisted of visitors to Sukaerlaran Beach, Kakuluk Mesak District, Belu Regency. The sampling technique used in this study was non-probability sampling, specifically accidental sampling with the requirement that it was considered appropriate as a data source, namely a minimum of 100 respondents. Data were obtained through questionnaires. The analysis technique used was descriptive and inferential analysis. The results of the study showed that simultaneous and partial there was a positive and significant influence between environmental sanitation and tourism management on tourist comfort. This indicates that the better the condition of environmental sanitation and destination management, the higher the level of visitor comfort.

Keywords*: sanitation, management, comfort, tourists*

INTRODUCTION

Humans are beings with needs that must be met. Human needs are grouped into three categories: primary, secondary, and tertiary. These needs can be well met if there is a healthy environment. Healthy environment as referred to includes residential environments, workplaces, recreational areas, as well as public places and facilities (Law of the Republic of Indonesia No. 36 of 2009 on Health). Tourism is a temporary movement undertaken by humans with the aim of escaping routine work and leaving their place of residence. Activities carried out during their stay at the destination and facilities created to meet their needs (Marpaung, 2012). Tourism is an activity undertaken by an individual or a group of people to travel to a place for recreation, to increase knowledge, and other purposes. Meanwhile, tourism encompasses a wide range of recreational activities supported by various facilities and services provided by the community, entrepreneurs, the government, and local authorities (Republic of Indonesia Law No. 10 Concerning to tourist, 2009).

Humans need adequate public facilities to meet those needs. According to the Indonesian Ministry of Health (1989), sanitation facilities are physical structures and their equipment used to maintain white sand and small waves. The number of visitors to Sukerlaran Beach on weekdays, Saturdays, and Sundays reaches 100-200 people per day, while during the end of the year, beginning of the year, and holidays, it reaches thousands of people. It's 30 km from the city center, about a 50-minute drive. The road conditions leading to this beach are well-paved. This tourist attraction, located in the northern part, is one of the places that can provide a sense of tranquility, making it a popular choice for tourists looking to unwind

and enjoy the sunset views, which have a pleasant effect on visitors. Sukaerlaran Beach has provided several public facilities including public restrooms, trash bins, several gazebos, and photo spots, which are commonly used by tourists to enjoy the scenery. Sukaerlaran Beach is also used as a wedding reception venue or for other events.

Table 1
Beach Visitor Data for the Years 2022-2024

No.	Year	Number of Visitor
1	2022	6.700
2	2023	12.899
3	2024	4.650

Source: Data from the Sukaerlaran Beach Management Authority (2022-2024)

The drastic decline in the number of visitors to Sukaerlaran Beach from 2023 to 2024 was caused by the appearance of a crocodile roaming around the beach area, which sparked fear and concern among both tourists and local residents. The crocodile's presence was first discovered in early 2024 through an amateur video that went viral on social media, showing the animal swimming quite close to the public swimming area. The local government and security officers then installed warning signs and restricted access to several parts of the beach to avoid unwanted incidents. However, this measure further reduced public interest in visiting. Tourism promotion efforts that had previously been carried out intensively by the tourism office were also temporarily halted as the focus shifted to handling the situation.

The income of local residents who rely on the tourism sector-such as street vendors, boat rentals, and local accommodations-has also been significantly affected. By mid-2024, although there had been no reports of crocodile attacks on humans, fear continued to haunt the community, and visitors preferred to spend their holidays elsewhere that was considered safer. Based on preliminary observations regarding sanitation conditions at Sukaerlaran Beach in Kakulukmesak District, the findings include: the insufficient availability of public hygienic water taps accessible to visitors and tourists, the lack of waste disposal facilities that separate organic and inorganic trash, and blocked (non-functioning) drainage channels, causing wastewater to overflow and stagnate in the area.

The condition of the toilets is poorly maintained, with unpleasant odors still noticeable, unclean bathroom floors, irregular waste disposal, and garbage piled up in inappropriate places. There is also a lack of visitor awareness regarding proper waste disposal and management, insufficient handwashing facilities, inadequate availability of clean water, and local residents' pets roaming around the tourist area. The beach itself is filled with litter, with trash accumulating in the tourist area. Moreover, there is minimal information or guidance regarding clean behavior within the site, inadequate sanitation infrastructure to accommodate the number of visitors, a shortage of temporary waste disposal sites, and low awareness among visitors and food vendors about hygiene. Many food vendors serve customers with their bare hands and pay little attention to the cleanliness of the storage areas, where food and drinks are often left uncovered and exposed to dust. Therefore, this study aims to measure the comfort of tourist visitors at Sukaerlaran Beach, Kakulukmesak District, Belu Regency.

METHOD

This research was conducted at Sukaerlaran Beach, Kakuluk Mesak District, Belu Regency. The study was carried out over six months, from January to June 2025. According to Purwanto (2016), a population is the entire set of objects that share the same characteristics. Based on this definition, the population in this study consists of consumers/visitors at Sukaerlaran Beach, Kakuluk Mesak District, Belu Regency. The exact number of daily visitors to this tourist destination is unknown. The sampling technique used in this study is non-probability sampling, specifically accidental sampling. Accidental sampling is a method for determining samples based on chance, in which visitors who happen to meet the researcher can be used as samples, provided that they are deemed suitable as data sources (Arikunto, 2010).

The calculation of the sample size refers to Rao (2011), considering the unknown population size, using the following formula:

$n = \frac{Z^2}{4(Moe)^2}$

n = sample size; Z = Z-value at 5% significance level = 1.96; MoE = maximum margin of error, set at 10% = 0.10

With a 95% confidence level (Z = 1.96) and MoE = 10%, the sample size is calculated using Rao (2011) for an unknown population proportion (worst case p=0.5p=0.5p=0.5):

$n = \frac{1,96^2}{4(0,1)^2} = \frac{3,842}{0,04} = 96.05$ rounded = 100

Based on the above calculation, the population sample obtained was 96 people. However, in principle, there is no fixed rule for determining the exact number of samples. Therefore, the researcher decided to take 100 respondents, which is considered sufficient to be representative for the study. The technique used to collect data in this study was by distributing questionnaires (a list of statements) to respondents, which they were asked to complete by choosing from the available answer options. The instrument used to measure visitor satisfaction and comfort at the beach, as well as environmental sanitation conditions, was a multiple-choice questionnaire. Each statement in the instrument provided four answer options based on frequency. The answer choices were aligned with the indicators of each category, both positive and negative, in order to test the validity and reliability of the instrument.

The validity test, or the accuracy of each statement item in measuring the variable categories, was carried out by calculating the correlation coefficient between the score of each item and the total score, using Pearson's Product Moment correlation formula. The instrument trial was conducted on 30 respondents from the research population, but they were not included in the actual research sample. An instrument is considered valid if the test results show that the calculated r-value for each item is greater than the table r-value (r-count > r-table; with α = 5% = 0.361). Furthermore, the reliability level of the instrument, or the degree of trustworthiness/consistency of the instrument, was determined using Cronbach's Alpha (α) coefficient.

This study employed both descriptive and inferential analysis techniques. The descriptive analysis technique was used to describe or illustrate the collected data as it is, without making conclusions that apply generally or for generalization. This includes data presentation in the form of frequencies and percentages, mean values, median, mode, standard deviation, variance, curve graphs, and histograms (Sugiyono, 2012). Meanwhile, the quantitative inferential analysis technique was used to analyze the sample data and apply the results to the population, with the main tool of inferential analysis being the null hypothesis (Ho). Quantitative analysis was conducted to process data obtained from questionnaires into numerical form and calculations with the help of the SPSS software program.

RESULT

The description of research data is a collection of data that has been compiled and tabulated according to the needs of data analysis, in order to provide a general overview of data distribution through measures of central tendency. This allows the position of the data within the normal curve to be explained through frequency distribution and histograms. In this section, respondents are classified based on the descriptive data of each variable, namely: environmental sanitation (X1) and tourism management conditions (X2).

Tabel 1
Data Distribution of X1, X2, and Y

Variabel / Indikator	Environmental Sanitation (X1)	Tourism Management (X2)	Tourist Comfort (Y)
Sample Size (N)	100	100	100
Number of Items	25	40	35
Mean	62,29	78,24	111,72
Median	65	85	118
ModE	65	95	141
Standard Deviation	18,15	22,54	33,69
Variance	329,78	508,26	1135,17
Minimum score	24	29	44
Maksimum score	111	114	170
Total Score (Sum)	6229	7824	11172

Variabel / Indikator	Environmental Sanitation (X1)	Tourism Management (X2)	Tourist Comfort (Y)
Range (R)	87	85	126
Number of Interval Classes (k)	8	8	8
Interval Class Width (k)	11	11	16

Source: Processed Data

Tourist Comfort (Y)

As shown in the research data consisting of 35 items with a total sample of 100 respondents, the minimum score obtained was 44 and the maximum score was 170, resulting in a data range of 126. Based on direct measurements from respondents, the basic overview of tourist comfort (Y) is as follows: the mean score was 111.72, the median (Me) was 118, and the mode was 141. The empirical score range between 44 and 170 was 126. With a total of 35 statements, the theoretical score range lies between 35 and 175, resulting in a span of 140. Accordingly, the average score of tourist comfort is 63.84% of the maximum theoretical score of 175. The standard deviation of 33.69 indicates that the data on tourist comfort varies considerably. Furthermore, by applying Sturges' formula, the number of class intervals (k) is 8, and the class interval width (p) is 16.

Table 2
Frequency Distribution of Tourist Comfort Scores (Y)

Interval Class	Class Limits	Absolute Frequency (f)	Relative Frequency (%)	Cumulative Relative Frequency(%)
44-59	51,5	8	8	8
60-75	67,5	9	9	17
76-91	83,5	14	14	31
92-107	115,5	11	11	42
108-123	131,5	12	12	54
124-139	147,5	22	22	76
140-155	163,5	16	16	92
156-172	179,5	8	8	100
Amount	-	100	100	-

Source: Processed data

From the table above, it can be observed that the median and mode values of tourist comfort tend to be close to the mean score. This indicates that the frequency distribution of the tourist comfort variable tends to form a symmetric curve. Approximately 22% of respondents are in the average group, 54% are below the average, while 24% are above the average. To determine the categories of tourist comfort scores, a frequency distribution was then developed, divided into five score intervals. The categories consist of Very Comfortable (VC), Comfortable (C), Fairly Comfortable (FC), Uncomfortable (UC), and Very Uncomfortable (VUC). With a total of 35 items and 100 respondents, the theoretical minimum score is 35 and the maximum theoretical score is 175, resulting in a range of 140. The number of score categories (k) was set at five. Referring to Sturges' formula, the class interval length (p) for each category was determined to be 28.

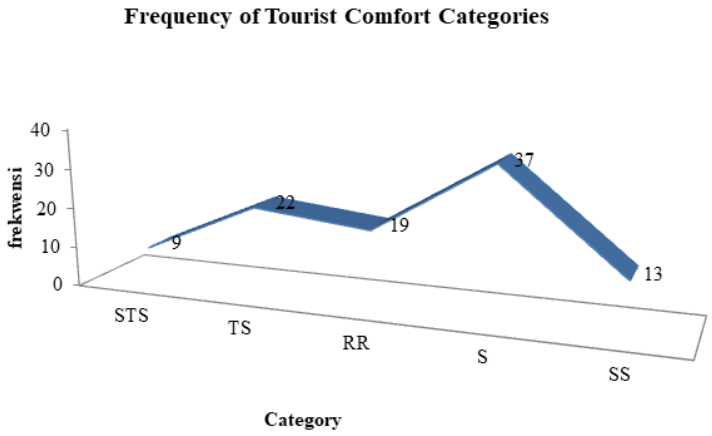
Table 3
Frequency Distribution of Tourist Comfort Score Categories (Y)

Interval Class	Category	Absolute Frequency (f)	Relative Frequency (%)	Cumulative Relative Frequency(%)
35 – 62	STN	9	9	9
63 – 90	TN	22	22	31
91- 118	CN	19	19	50
119 – 146	N	37	37	87
147 – 175	SN	13	13	100
Amount	-	**100**	**100**	-

Source: Processed data

Based on the table above, with an empirical mean score of 111.72, tourist comfort falls within the theoretical score interval of 119–146, with a frequency of 37 or 37%. This result

indicates that the average level of tourist comfort is in the high category (B). Other conditions show that the high categories (FC and VC) recorded frequencies of 19 and 13, or 19% and 13%, respectively, which fall within the fourth and fifth intervals. Meanwhile, the group of respondents in the low categories (UC and VUC) obtained scores of 22 and 9, or 22% and 9%, respectively, which fall within intervals 2 and 1.



Source: Processed data

Figure 1
Line Chart of Tourist Comfort Score Category Frequency

Environmental Sanitation (X1

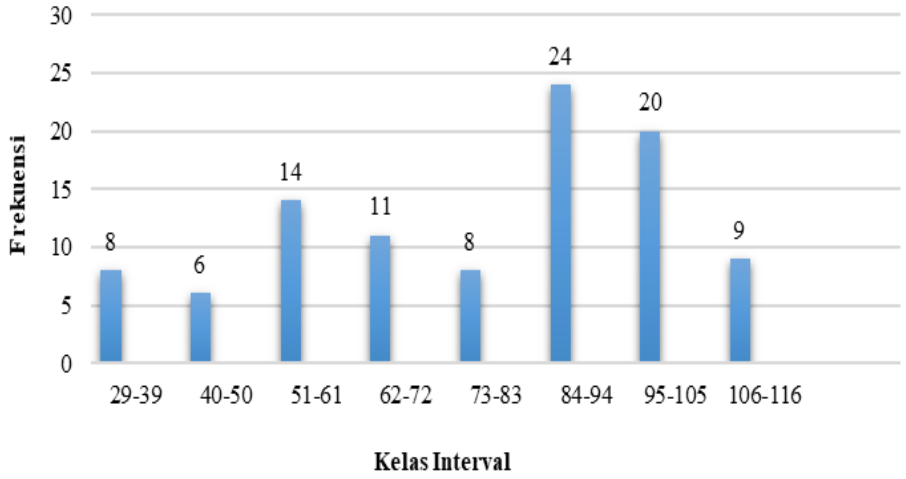
As shown in the research data consisting of 25 items with a total sample of 100 respondents, the minimum score obtained was 25 and the maximum score was 125, resulting in a data range of 126. Based on direct measurements from respondents, the basic overview of tourist comfort (Y) is as follows: the mean score was 78.24, the median (Me) was 85, and the mode was 95. The empirical score range between 29 and 114 was 85. With 25 statements, the theoretical score range lies between 25 and 123, with a span of 95. Accordingly, the average tourist comfort score is 78.24% of the maximum theoretical score of 123. The standard deviation of 63.60 indicates that the tourist comfort scores vary considerably. Furthermore, by applying Sturges' formula, the number of class intervals (k) is 8, and the class interval width (p) is 11.

Table 4
Frequency Distribution of Environmental Sanitation Scores (X1)

Interval Class	Class Limits	Absolute Frequency	Relative Frequency %	Cumulative Relative Frequency %
29-39	34	8	8	8
40-50	45	6	6	14
51-61	56	14	14	28
62-72	67	11	11	39
73-83	78	8	8	47
84-94	89	24	24	71
95-105	100	20	20	91
106-116	111	9	9	100
Amount		100	100	

Source: Processed data

From the table above, it can be observed that the median and mode values of the sanitation condition variable tend to be close to the mean score. This indicates that the frequency distribution of the variable tends to form a symmetric curve. Approximately 24% of respondents are in the average group, 47% are below the average, while 11% are above the average. To further illustrate the distribution of tourist comfort data, it is presented graphically in the form of a histogram, as shown in Figure 2.



Source: Processed data

Figure 2
Histogram of Environmental Sanitation (X1)

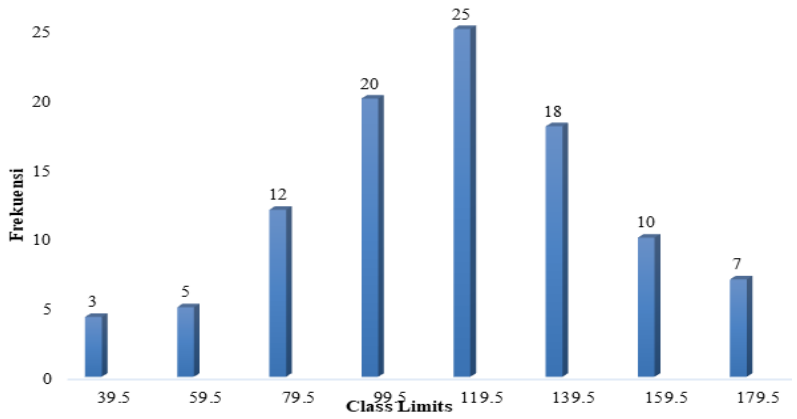
To determine the score categories for sanitation conditions, a frequency distribution was developed using five intervals, namely: Very Good (VG), Good (G), Fairly Good (FG), Poor (P), and Very Poor (VP). With a total of 25 items and 100 respondents, the theoretical minimum score was 25 and the maximum theoretical score was 123, resulting in a range of 95. The number of score categories (k) was set at five. Referring to Sturges' formula, the class interval length (p) for each category was determined to be 28. Subsequently, the research data were coded and organized into a frequency distribution, the results of which are presented in Table 5.

Table 5
Frequency Distribution of Environmental Sanitation Score Categories (X1)

Interval Class	Category	Absolute Frequency (f)	Relative Frequency (%)	Cumulative Relative Frequency (%)
25-40	STB	9	9	9
44-63	TB	21	21	30
64-83	CB	17	17	47
84-103	B	42	42	89
104-123	SB	11	11	100
Amount	-	100	100	-

Source: Processed data

Based on the table above, with an empirical mean score of 78.24, the sanitation condition falls within the theoretical score interval of 84–103, with a frequency of 42 or 42%. This result indicates that the average level of environmental sanitation is in the high category (B). Other conditions show that the higher categories (FG and VG) recorded scores of 17 and 11, or 17% and 11%, respectively, which fall within the third and fifth intervals. Meanwhile, the group of respondents in the lower categories (VP and P) obtained scores of 21 and 9, or 21% and 9%, which fall within the second and first intervals. To provide a clearer illustration of the distribution of environmental sanitation categories, it is presented in a histogram, as shown in Figure 3.



Source: Processed data

Figure 3
Frequency Diagram of Environmental Sanitation Scores

Tourism Management (X2)

As shown in the research data consisting of 40 items with a total sample of 100 respondents, the minimum score obtained was 40 and the maximum score was 200, resulting in a data range of 160. Based on direct measurements from respondents, the basic overview of tourism management (X2) is as follows: the mean score was 131.46, the median (Me) was 120, and the mode was 120. The empirical score range was 160. With 40 statements, the theoretical score range lies between 40 and 200, with a span of 160. Accordingly, the average score of tourism management was 65.73% of the maximum theoretical score of 200. The standard deviation of 56.60 indicates that the tourism management scores vary considerably. Furthermore, by applying Sturges' formula, the number of class intervals (k) was determined to be 8, and the class interval width (p) was 20.

Table 6
Frequency Distribution of Tourism Management Scores (X2)

Interval Class	Class Limits	Absolute Frequency (f)	Relative Frequency (%)	Cumulative Relative Frequency (%)
40 – 59	39,5	3	3	3
60 – 79	59,5	5	5	8
80 – 99	79,5	12	12	20
100 – 119	99,5	20	20	40
120 – 139	119,5	25	25	65
140 – 159	139,5	18	18	83
160 – 179	159,5	10	10	93
180 – 200	179,5	7	7	100
Amount	-	**100**	**100**	-

Source: Processed data

From Table 6, it can be seen that the median and mode values of tourism management tend to be close to the mean score. This indicates that the frequency distribution of the tourism management variable tends to form a symmetric curve. Around 45% of respondents are in the average group, 20% are below the average, and 35% are above the average. To provide a clearer picture of the data distribution of tourism management, the distribution is presented graphically in the form of a histogram as shown in Figure 3. Furthermore, to determine the score categories of tourism management, the data were divided into five intervals, namely: Very Good (SB), Good (BK), Fair (CB), Poor (KB), and Very Poor (TB). With 40 items and 100 respondents, the theoretical minimum score is 40 and the maximum score is 200, resulting in a theoretical range of 160. Referring to Sturges' formula, the number of category classes was set at 5 intervals with a class width (p) of 32. The research data were then coded and arranged into a frequency distribution, as presented in Table 7.

Table 7
Frequency Distribution of Tourism Management Score Categories

Interval Class	Category	Absolute Frequency (f)	Relative Frequency (%)	Cumulative Relative Frequency (%)
40- 71	STB	8	8	8
72 – 103	TB	18	18	26
104 – 135	CB	27	27	53
136 – 167	B	23	23	76
168 – 200	SB	24	2	100
Amount	-	100	100	-

Source: Processed data

Based on the table above, with an empirical mean score of 131.46, it shows that tourism management falls within the theoretical score interval of 104–135 with a frequency of 27 or 27%. This result indicates that the average level of tourism management is in the moderate category (CB). Other conditions show that the high categories (Good and Very Good) had frequencies of 23 and 24 or 23% and 24%, which are located in intervals 4 and 5. Meanwhile, the low categories (Poor and Very Poor) had frequencies of 18 and 8 or 18% and 8%, which are found in intervals 2 and 1.

Environmental Sanitation, Tourism Management, and Tourist Comfort at Sukaerlaran Beach

Based on the results of the descriptive analysis of tourist responses, it can be concluded that the environmental sanitation conditions at Sukaerlaran Beach are categorized as good, although several aspects still require particular attention. Prominent indicators include the availability of evenly distributed trash bins, the cleanliness and adequacy of public toilets, and the effectiveness of the waste disposal system. These three aspects serve as key pillars in creating a hygienic and environmentally friendly tourist area. According to Hidayat & Erlani (2022), the availability of adequate sanitation infrastructure such as clean water, toilet facilities, and well-managed trash bins plays a crucial role in enhancing tourist satisfaction. This is further reinforced by the fundamental theory of sustainable tourism, which emphasizes the importance of environmental sustainability in shaping a positive tourism experience (Rifqi, 2023). Therefore, although sanitation at Sukaerlaran Beach has demonstrated fairly good performance, it still requires improvements in terms of quality and routine management systems.

Tourism management also received fairly positive responses from tourists. They assessed that the managers were able to provide sufficiently informative and responsive services, effective management of public facilities, and adequate security. Visitors found clear tourist guidance and the presence of easily accessible staff helpful. Additionally, aspects such as the cleanliness of public areas, parking management, and other supporting tourism facilities also enhanced the quality of their experience. This aligns with findings in tourism studies, which suggest that effective destination management increases perceptions of comfort and safety, key factors influencing tourists' decisions to revisit (Kotler & Keller, 2019). Adequate management performance creates a sense of security, orderliness, and provides assurance of reliable services.

Regarding tourist comfort, the majority of respondents stated that they felt comfortable during their visit to Sukaerlaran Beach. Factors such as natural beauty, peaceful surroundings, the friendliness of local residents, and adequate facilities were the main drivers of this sense of comfort. However, there were also some criticisms concerning crowd management during peak times and the lack of additional supporting facilities, such as shaded areas or children's recreational spaces. This indicates that tourist comfort is multidimensional and influenced by the interaction between the quality of the physical environment and the quality of management services.

The Effect of Environmental Sanitation on Tourist Comfort

The results of the multiple linear regression test indicate that environmental sanitation has a statistically significant effect on tourist comfort, with a significance value of 0.000. Interestingly, the regression coefficient is negative (-0.391). This means that the higher the negative perception score of environmental sanitation (for example, when tourists rate

cleanliness as inadequate), the more their comfort level tends to decrease significantly.

This negative coefficient indicates that tourists have high expectations regarding cleanliness and environmental sanitation. In the context of modern tourism, which is heavily influenced by post-COVID-19 cleanliness concerns, sanitation is no longer merely an accessory but an absolute requirement. When these expectations are not met, it directly impacts comfort and even the likelihood of revisiting. This finding is supported by Fadhila et al. (2021) in their study at Puncak Sosok, Bantul, which showed that negative perceptions of sanitation such as dirty toilets, insufficient clean water, or overflowing trash bins can directly lower visitors' comfort indices.

In the regression analysis, the variable representing tourism area management conditions showed a highly significant and positive effect on tourist comfort, with a regression coefficient of 1.130 and a t-value of 72.099. The very small significance value (0.000) indicates that this effect is not merely a statistical coincidence, but a consistent and empirically robust result. The positive direction of the effect implies that any improvement in management quality—whether in terms of services, supporting facilities, information, or security—directly enhances tourist comfort. The standardized beta value of 1.200 also suggests that this variable is the most dominant factor influencing tourist comfort compared to other variables.

The study by Mubarok et al (2024), which examined the post-COVID-19 CHSE (Cleanliness, Health, Safety, and Environment) program, also supports this finding. The program emphasizes the importance of service standards and the management of safe and hygienic areas as pillars of tourist satisfaction. Therefore, strengthening destination governance based on service quality and visitor experience becomes a primary priority in developing competitive tourism.

Combined Effect of Environmental Sanitation and Tourism Management on Tourist Comfort

The simultaneous analysis (F-test) confirms that together, environmental sanitation conditions and tourism area management have a significant effect on tourist comfort, with a significance value of 0.000. This finding indicates that comfort is not determined by a single factor, but rather results from the synergy of various complementary and interacting aspects. However, based on the previous partial regression results, it was found that only tourism area management exerts a positive and dominant effect, whereas sanitation, although significant, has a negative effect on tourist comfort. This clarifies that sanitation serves as a basic prerequisite; if it fails to meet standards, overall comfort is disrupted. The study by Apul et al. (2023) at the Pura Luhur Uluwatu tourism area in Bali also states that tourist comfort is strongly influenced by the perceived image of the attraction, which is shaped by management, cleanliness, security, and social interaction aspects. The main implication of this finding is that development strategies for Sukaerlaran Beach should focus on the comprehensive and continuous integration of both area management and environmental sanitation

CONCLUSION

The results of this study conclude that environmental sanitation and tourism management simultaneously and partially have a positive and significant influence on tourist comfort. This indicates that the better the environmental sanitation and destination management, the higher the level of visitor comfort at Sukaerlaran Beach, Belu Regency.

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