



Survey of Level of Satisfaction of Rafting Tourists in Bingai River Explore Sumatra Langkat Regency North Sumatera Year 2025

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Abstract

The purpose of this study was to determine the level of visitor satisfaction at Explore Sumatra in 2025 with the services provided by the manager. This research was conducted at the Explore Sumatra operator Sungai Bingai, Langkat Regency, North Sumatera Province. Data collection starts from January 08 - March 09, 2025. The number of samples in this study amounted to 40 people. This research is a type of descriptive research using the survey method, data collection techniques using the accidental sample method (accidental sampling). The instrument used is a questionnaire, with validity and reliability tests. To analyze the data used descriptive quantitative with percentages. The results showed that the level of visitor satisfaction with the services provided by Explore Sumatra operators was in the "Quite Satisfied" category of 55%. And the results of research based on elements, namely: (1) Attractions ("Quite Satisfied": 57.5%), (2) Facilities ("Satisfied": 95%), (3) Infrastructure ("Less Satisfied": 75%), (4) Transportations ("Satisfied": 55%), (5) Hospitality ("Satisfied": 50%). It can be concluded that the level of satisfaction that has been given by the manager of Explore Sumatra to visitors is in the "Quite Satisfied" category.

Keywords: Satisfaction, Visitors, Rafting

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A. Introduction

The public's need for recreation and tourism activities has increased significantly along with the high intensity of daily activities, both for workers and students. Recreation is an important alternative to relieve boredom, stress, and fatigue due to routine, including for educators and students. Law Number 3 of 2005 concerning the National Sports System divides sports into three types, one of which is recreational sports, which aims to maintain physical fitness and inner peace through fun activities.

On the other hand, Law No. 10/2009 on Tourism also emphasizes that tourism is not only for fun, but also for self-development and exploration of the uniqueness of the destination. One form of tourism that is growing rapidly is recreational sports-based special interest tourism, such as rafting. This activity not only offers a physical experience and challenge, but also contributes to the mental and social well-being of visitors.

In Indonesia, rafting has been recognized since 1970 and is now one of the most popular forms of adventure tourism. Langkat Regency, North Sumatra, through the existence of the Bingai River, is one of the destinations that develops the potential of rafting tourism. Explore Sumatra as one of the rafting tour operators on the Bingai River, has managed to attract tourists since its establishment in 2011. Supported by a strategic location, cooperation with related parties such as FAJI and nature lovers' organizations, as well as active promotion through social media, the number of visitors continues to increase every year.

However, although rafting tourism activities in the Bingai River have shown a positive trend, the number of visitors has not fully met the expected target. This is partly due to the impact of the Covid-19 pandemic as well as the possibility of not optimizing the level of satisfaction felt by visitors. Tourist satisfaction is an important indicator in maintaining and increasing

visits. This level of satisfaction is strongly influenced by the experiences felt during tourism activities, which include service quality, availability of facilities, guide competence, as well as environmental conditions and supporting facilities.

In the context of rafting tourism, a pleasant experience not only encourages visitor loyalty, but also has an impact on local economic growth. Therefore, it is important for managers to know and evaluate the overall level of visitor satisfaction. Based on this background, the researcher is interested in conducting a study on the Survey of Rafting Tourist Satisfaction Levels in the Bingai Explore Sumatra River, Langkat Regency, North Sumatra in 2025. This research is expected to contribute to the development of rafting tourism as part of sustainable recreational sports.

B. Methods

This research was conducted at the Bingai River rafting tourist attraction located on Durian Lingga Plantation Road, Sei Bingai District, Langkat Regency, North Sumatra Province. The research implementation time lasted for three months, namely from January to March 2025.

The population in this study were all visitors or participants in rafting activities who used the services of Explore Sumatra tour operators. The sampling technique was carried out by purposive sampling, namely by selecting respondents based on certain criteria relevant to the research objectives. This technique was chosen because only certain individuals are considered capable of providing information in accordance with the data needs in the study. Based on considerations of time, energy, and available resources, the number of respondents sampled in this study was 40 people.

The type of research used is descriptive research with a quantitative approach. This research aims to describe and illustrate the

objective conditions in the field based on data obtained from respondents. Two methods were used for data collection, namely documentation and questionnaires. The documentation method is used to obtain secondary data from various written sources, such as activity reports, archives, articles, and other documents related to the existence and activities of Explore Sumatera as a rafting tourism manager. Meanwhile, the questionnaire method is used to collect primary data from respondents to determine their level of satisfaction with the services and facilities provided by the tour operator.

The main instrument in this research is a questionnaire that is compiled based on indicators of tourism development. The preparation of this questionnaire refers to relevant theories, taking into account five important elements in tourism management, namely: attractions, facilities, infrastructure, transportation, and hospitality. The total number of statement items in the questionnaire is 50 items, with details: 20 items for attractiveness indicators, 10 items for facilities, 9 items for infrastructure, 6 items for transportation, and 5 items for hospitality.

Before the instrument is used in the main research, validity and reliability tests are conducted to ensure that the questionnaire can actually measure what is to be measured and provide consistent results. The validity test was conducted at Shang Adventure located in Serdang Bedagai Regency, because this place has similar characteristics with Explore Sumatera as a fellow rafting tourism manager in North Sumatra. The number of respondents in this validity test was also 40 people. After going through the validity and reliability tests, the instrument was then used to collect data from the main respondents at the research location.

C. Result and Discussion

Result

This research was conducted at Expolore Sumatra. The research time was carried out on January 08, 2025 - March 09, 2025. The data used is primary data obtained through a questionnaire to respondents who are visitors to rafting tours Explore Sumatra. Respondents of this study were 40 people. Below is a description of respondents in this study:

Table 1. Respondents' Age Data

Age Range	Frequency	Percentage (%)
17 – 20 years	30	75
21 – 30 years	6	15
31 – 40 years	4	10
Total	40	100

Table 2. Respondents' Gender Data

Gender	Frequency	Percentage (%)
Male	26	65
Female	14	35
Total	40	100

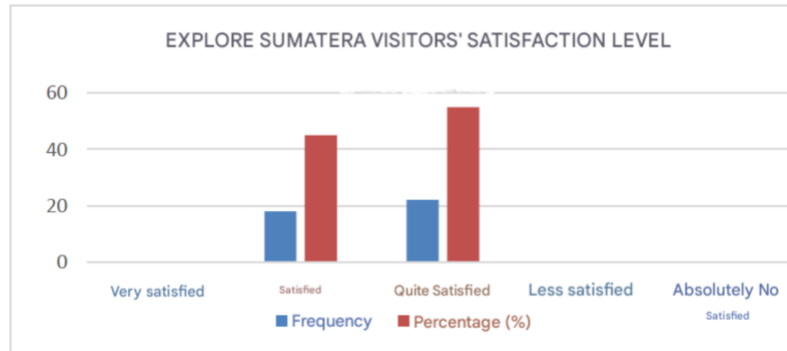
Table 3. Respondents' Occupation Data

Occupation	Frequency	Percentage (%)
Private Employee	4	10
Civil Servant	1	2.5
Student / College Student	18	45
Teacher	3	7.5
Entrepreneur	7	17.5
Firefighter	1	2.5
Freelancer	1	2.5
Farmer	3	7.5
Housewife	1	2.5
Office Manager	1	2.5
Total	40	100

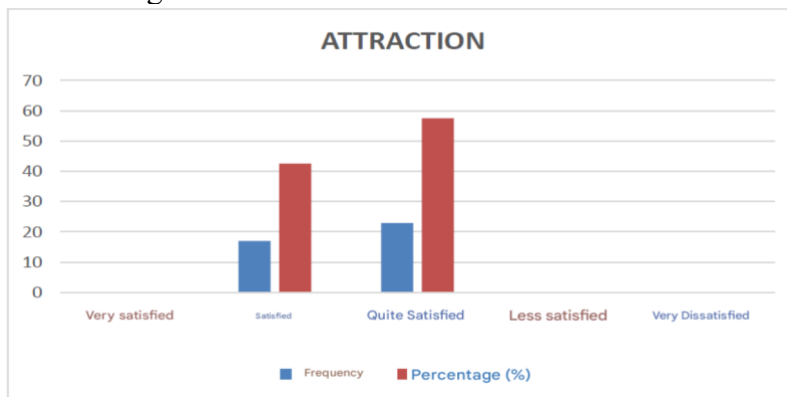
Table 4. Description of Research Results on Visitor Satisfaction Level at Explore Sumatera

Interval	Category	Frequency	Percentage (%)
148–175	Very Satisfied	0	0
120–147	Satisfied	18	45
92–119	Fairly Satisfied	22	55
64–91	Less Satisfied	0	0
35–63	Very Dissatisfied	0	0
Total		40	100

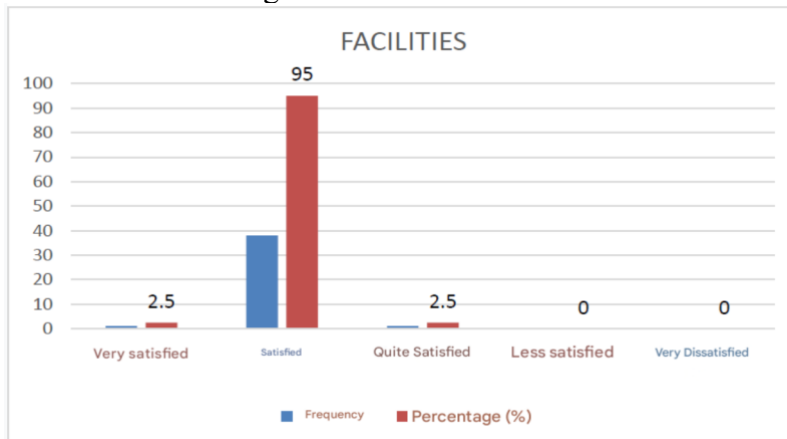
Picture 1. Diagram of Research Results on Satisfaction Level of Explore Sumatra Visitors



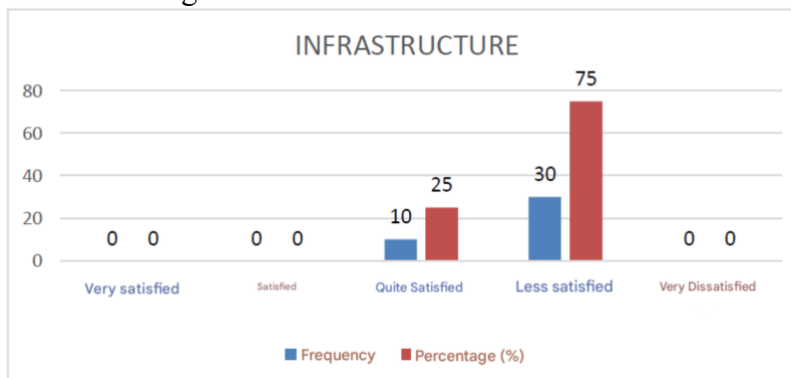
Picture 2. Diagram of Research Result of Attraction Element



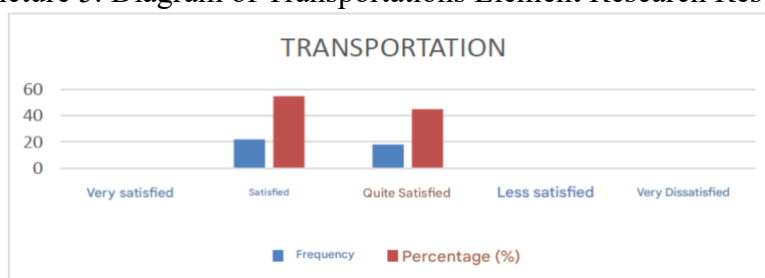
Picture 3. Diagram of Facilities Research Results



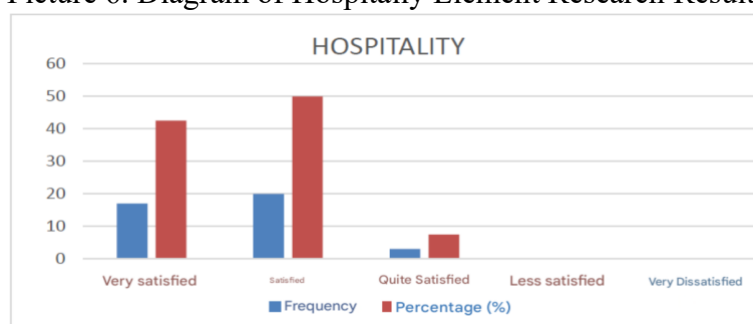
Picture 4. Diagram of Infrastructure Element Research Results



Picture 5. Diagram of Transportations Element Research Results



Picture 6. Diagram of Hospitality Element Research Results



Discussion

Based on the results of the research that has been conducted, the level of visitor satisfaction with the services provided by Explore Sumatra operators is in the “Satisfied” and “Quite Satisfied” categories. This finding indicates that the services provided by Explore Sumatra are good enough and can be accepted by the majority of visitors. The quality of service is reflected in the availability of adequate facilities and support for rafting activities, the attractiveness of rafting locations that have several tourist attractions, adequate infrastructure and transportation as well as politeness and hospitality of the operator and the community given to visitors provide comfort to visitors.

Satisfactory service will certainly have a positive impact on increasing the number of visitors. Visitors who feel satisfied tend to have the desire to return to visit at a later time, potentially even inviting friends or relatives. Thus, good service quality indirectly contributes to increasing revenue or profit for the organizer.

Visitor satisfaction reflects the extent to which individuals feel after using a product or service to meet their needs, which is

assessed based on a comparison between initial expectations and the actual performance of the service or product received. This level of satisfaction is strongly influenced by the quality of service provided. If the service does not meet expectations, it can be said that the service is less effective and efficient. Conversely, when visitors are satisfied, this can foster loyalty so that they tend to become regular customers. In this context, the level of visitor satisfaction with services by Explore Sumatra operators is based on the elements of attractions, facilities, infrastructure, transportation, and hospitality.

The results of this study are in accordance with research conducted by Andreas Yanuar Nugroho Putro in 2017 entitled “Level of Visitor Satisfaction of Rafting Special Interest Tourism Objects in Mendut Village, Mungkid District, Magelang Regency”. The objectives of this study were: (1) to identify the motivation of tourists in choosing rafting activities as a tourist destination, and (2) to test and analyze differences in the level of tourist satisfaction with facilities, guide services, and rafting package prices based on variables of gender, education level, and

tourist origin.

Attraction

Referring to the results of this study, it was found that the level of visitor satisfaction according to the element of attractions was categorized as "Quite Satisfied" at 57.5%. In this case the attractions factor, is an element of tourist objects located at the location and operational management provided by the operator to provide attraction to visitors. In this case it can be interpreted that the Explore Sumatra operator has provided good and interesting management to visitors and the many beauties of Sei Binge which are the rafting attractions that provide interest to every visitor who comes.

Facilities

In accordance with the results of the study, it is known that the level of visitor satisfaction based on the facilities element is in the "Satisfied" category of 95%. In this case the facilities element includes facilities and infrastructure services that have standards that can support safety when rafting. This means that the Explore Sumatera operator has adequate facilities, the presence of rafting equipment for both personal and group equipment that is good for safety and security and has a variety of colors, models and sizes so that visitors can freely choose rafting equipment that fits their body. The availability of adequate and quality facilities will certainly create a sense of comfort for visitors, because good facilities tend to be safer when used. In addition, supporting facilities can also increase visitors' interest in continuing to use the services of the Explore Sumatera operator. The facilities owned by Explore Sumatera are good rafting equipment, places of worship, places to eat and parking lots.

Infrastructure

According to the results of this study, the level of visitor satisfaction based on the infrastructure element is in the "Quite Satisfied" category of 25% & "Less Satisfied" of 75%. In this case the infrastructure element still does not show

significant development so that it does not provide a meaningful level of satisfaction for visitors. Infrastructure includes services such as travel routes to the rafting site, namely the Bingai River, which are inadequate. This can be seen from the inadequate road access and for those who use private vehicles feel uncomfortable because the trip is quite far, a good infrastructure will certainly provide comfort to visitors, because good facilities will be safer. It is expected that the operator and the local government work together to improve infrastructure in the area in order to advance regional income and improve the quality of the operator.

Transportation

Based on the results of the research above, it is obtained that the level of visitor satisfaction based on the transportation element is in the "Satisfied" category of 55%. In this case the transportations element includes facility information services, terminal locations, and local transportation services at the destination. This means that the Explore Sumatera operator has adequate transportation services. This is due to the existence of facility information services, terminal locations, and local transportation services at the destination as well as a standardized system for traffic signs and symbols and city maps for visitors.

Hospitality (Hospitality)

Based on the results of the research above, it is obtained that the level of visitor satisfaction based on the hospitably element is in the "Very Satisfied" category of 42.5% and the "Satisfied" category of 50%. In this case the hospitably element includes communication services with guides when doing rafting activities at Explore Sumatra and the hospitality of residents around the rafting area. This means that the Explore Sumatera operator has adequate hospitably services, good communication services provided by guides to visitors during rafting activities at Explore Sumatera provide comfort to every visitor and residents around the rafting area are friendly to greet

and not disturb.

D. Conclusion

According to the results of the research that has been done, it can be concluded that the level of visitor satisfaction with the services provided by the Explore Sumatera operator is in the "Quite Satisfied" category. This shows that the services provided by Explore Sumatera are quite satisfying for visitors who come to travel.

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F. Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this paper.

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