



## **ANALYSIS OF VISITORS' PERCEPTIONS OF THE QUALITY OF *JUNGLE TRACKING* TOURISM: A CASE STUDY OF SUMBER AGUNG VILLAGE**

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### **ABSTRACT**

Nature-based tourism continues to grow as a popular tourism activity among the public. Effective destination management must prioritize destination quality to provide an optimal visitor experience. This study aimed to analyze visitors' perceptions of the quality of the Jungle Tracking nature tourism destination in Sumber Agung Village. Perceptions were assessed based on five aspects: tourist attractions, infrastructure, facilities and services, accommodation, and organization and human resources. This study used a survey method with questionnaires distributed to 68 visitors participating in Jungle Tracking activities during the research period. Most respondents were dominated by young visitors aged 17–25 years. Data were analyzed descriptively using a Likert scale. The results showed that visitors' perceptions of the quality of the Jungle Tracking destination were generally in the "fairly good" to "good" categories. The tourist attraction aspect received the highest assessment due to the natural scenery and environmental conditions of the area. Meanwhile, infrastructure and tourism facilities were considered adequate, although several components still need improvement, particularly directional signs, tourist information, and management coordination. Improving facilities and destination management is necessary to support sustainable nature tourism development in Sumber Agung Village.

Keywords: visitor perception, destination quality, nature tourism, *Jungle Tracking*, Sumber Agung Village

### **I. INTRODUCTION**

Nature tourism is a rapidly growing form of tourism that plays a significant role in supporting economic development and regional growth. Various activities, such as exploring forest areas, provide visitors with the opportunity to enjoy natural beauty while gaining recreational and educational experiences about the environment. Proper management of nature-based tourism can also benefit local communities, particularly through increased income, job creation, and the sustainable utilization of regional potential (Sudiarta et al., 2022; Wahim, 2024). The development of nature tourism destinations requires attention to several key aspects, including tourist attractions, infrastructure conditions, the availability of supporting facilities, and the quality of service provided to visitors. The quality of these tourism destinations is one of the factors influencing

tourist satisfaction levels and the sustainability of tourism area management (Setiawan et al., 2023; Zulfa et al., 2023).

Tourists' perceptions of the quality of a tourist destination are one of the indicators that can be used to assess the success of destination management (Hu & Geng, 2024). These perceptions are formed from the experiences tourists gain while engaging in tourism activities, including those related to the condition of tourist attractions, available facilities, the service provided, and the comfort of the tourism environment (Setiawan et al., 2023). A positive perception of destination quality can increase tourist satisfaction and encourage the desire to revisit or recommend the destination to other tourists (Apriana & Ahmad Hudaiby Galih Kusumah, 2025; Sahabuddin et al., 2024).

The village of Sumber Agung possesses natural tourism potential that is harnessed through *Jungle Tracking* activities, with the

forest and landscape serving as the main attractions. These activities offer visitors the opportunity to explore the forest area while enjoying the beauty of the well-preserved natural scenery. The development of a tourism destination is not determined solely by the available natural resources. The quality of destination management also influences tourist comfort, which includes infrastructure conditions, the availability of tourism facilities, service to visitors, and the role of the managing organization. Several studies indicate that service quality, perceived value, and destination image have a significant relationship with tourist satisfaction levels and the intention to revisit (Erliyanto & Isa, 2025; Ivanka & Eviana, 2024).

Research on tourists' perceptions of the quality of tourist destinations has been widely conducted at various tourist sites. However, studies that specifically assess visitors' perceptions of the quality of nature-based tourist destinations centered on Jungle Tracking activities in Sumber Agung Village remain limited. Yet, evaluating destination quality is essential to support the sustainable management and development of nature-based tourism.

Given these circumstances, this study aims to analyze visitors' perceptions of the quality of the Jungle Tracking nature tourism destination in Sumber Agung Village based on the aspects of tourist attractions, infrastructure, facilities and services, accommodation, as well as the organization and human resources of the tourism management. The results of this study are expected to serve as evaluation material for managers in improving the quality of the tourism destination.

## II. RESEARCH METHODOLOGY

### A. Research Location and Timen

The research was conducted from September to November 2025 in the *Jungle Tracking* tourist area of Sumber Agung Village, Kemiling District, Bandar Lampung City,

Lampung Province, which is located within the Wan Abdul Rachman Forest Park. Geographically, the research site is located at coordinates 5°25'03.8" S and 105°11'11.5" E. The location was selected based on the consideration that the area is one of the developing nature tourism destinations in the buffer zone of the conservation area. *Jungle tracking* activities at this location are quite popular among visitors, making it relevant to study in research on perceptions of the quality of nature tourism destinations.

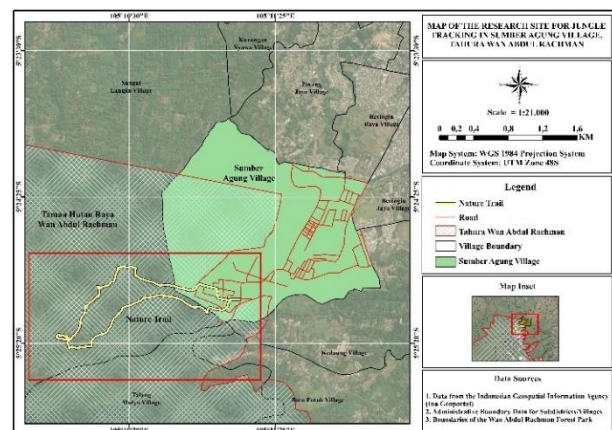


Figure 1. Map of the *Jungle Tracking* Research Location in Sumber Agung Village

### B. Data Collection Method

Data collection was conducted by distributing questionnaires directly to visitors after they participated in the Jungle Tracking activity in Sumber Agung Village. The study population included all visitors to the site. According to management data, the number of tourist visits has increased in recent years, with a total of 195 visitors during the study observation period. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in a minimum sample size of 66 respondents.

Respondents were selected using purposive sampling, which involves selecting a sample based on specific criteria related to the

research objectives. The respondents were visitors who had visited the *Jungle Tracking* nature tourism site in Sumber Agung Village and were over 17 years of age. This age restriction was applied because individuals of this age are considered to have sufficient cognitive maturity to provide an objective assessment of their experience nature tourism. The number of visitors to the Sumber Agung Village Jungle Tracking nature tourism site during the study period of September–October was recorded at 195 people, which served as the study population. Based on the Slovin formula with a 10% margin of error, the minimum sample size was calculated to be 66 respondents. However, during data collection, 68 respondents were willing to complete the questionnaire, so all of them were included in the study.

The research instrument consisted of a questionnaire designed using a five-point Likert scale, where a score of 1 indicated the “very poor” category and a score of 5 indicated the “very good” category. A five-point Likert scale was chosen because it provides clear response options and makes it easier for respondents to rate their answers. This scale is also widely used in social research to measure respondents’ attitudes, perceptions, and evaluations of a research subject (Joshi et al., 2015). The statements in the questionnaire were designed to capture visitors’ perceptions of the quality of natural tourism destinations.

### C. Research Instrument Validation

The questionnaire was tested for validity and reliability before being used in data collection. The validity test was conducted using the product-moment correlation by comparing the calculated *r* value with the table *r* value. The test results showed that all statement items had a calculated *r* value greater than the table *r* value, thus they were deemed valid. The reliability test using Cronbach’s Alpha yielded a value greater than 0.70, so the instrument was deemed reliable (Taber, 2018).

### D. Data Analysis Techniques

Data analysis was conducted using descriptive quantitative methods in SPSS based on the mean to identify trends in visitor perceptions (Prabhaker et al., 2017). Ordinal-scale questionnaire data were transformed into an interval scale using the Method of Successive Intervals (MSI).

Perception categories were determined by dividing the range of minimum and maximum MSI values into five equal interval classes. The minimum value was 1.00 and the maximum was 4.89, resulting in the following interval width:

$$I = \frac{(4,89-1,00)}{5} = 0,78$$

Based on these calculations, the classification of respondents’ perception levels is presented in Table 1 and serves as the basis for interpreting the research results.

Table 1. Value Ranges and Categories of Visitor Perception

No	Value Range	Description
1.	1,00-1,78	Very bad
2.	1,79-2,56	Not good
3.	2,57-3,34	Fair
4.	3,35-4,12	Good
5.	4,13-4,89	Very good

## III. RESULTS AND DISCUSSION

### A. Visitor Characteristics

Visitor characteristics provide an overview of the profile of tourists visiting the *Jungle Tracking* destination in Sumber Agung Village. This information is important for identifying the groups of tourists who most frequently participate in the available tourism activities. The results of the visitor characteristic analysis are presented in Table 2.

Table 2. Visitor Characteristics

No	Criteria	Number of Respondents	Percentage (%)
1.	Age		
	17–25 years	41	60,3%
	26–35 years	20	29,4%
	36–45 years	1	1,5%
	>45 years	6	8,8%

No	Criteria	Number of Respondents	Percentage (%)
2.	Gender		
	Female	48	70,6%
	Male	20	29,4%
3.	Region of Origin		
	Bandar Lampung	50	73,5%
	Outside Bandar Lampung	18	26,5%
4.	Employment		
	Student/ College Student	32	47,1%
	Private Sector Employee	21	30,9%
	Self-Employed	4	5,9%
	Civil Servant	2	2,9%
	Others	9	13,2%

The 17–25 age group was the largest group of visitors with 41 respondents (60.3%), followed by the 26–35 age group with 20 respondents (29.4%). Interest in nature-based tourism activities such as *trekking* is generally higher among younger tourists who enjoy outdoor activities (Zulfa et al., 2023).

Female visitors dominated the group, with 48 respondents (70.6%), while male visitors numbered 20 respondents (29.4%). Nature tourism is popular among various groups of visitors who wish to enjoy natural beauty and engage in recreational activities in open spaces (Hermawan, 2021).

Most visitors came from Bandar Lampung, totaling 50 respondents (73.5%), while the rest came from outside the region. Proximity and ease of access were factors driving visits by local tourists (Huda et al., 2024). The types of employment were dominated by students, with 32 respondents (47.1%), followed by private-sector employees at 30.9%. Nature-based tourism activities are also utilized as a means of recreation and environmental education (Agus Trimandala et al., 2023).

## B. Visitors' Perceptions of Destination Quality

Visitor perceptions were analyzed to determine tourists' evaluations of the conditions at the Jungle Tracking destination in

Sumber Agung Village. The aspects evaluated included tourist attractions, infrastructure, facilities and services, accommodations, as well as organization and human resources. The results of the perception evaluations for each aspect are as follows.

### 1. Visitor Perceptions of Tourist Attractions and Sites

Tourist attractions and points of interest are key factors influencing tourists' interest in visiting a destination. Visitors' perceptions of tourist attractions and points of interest are shown in Figure 2.

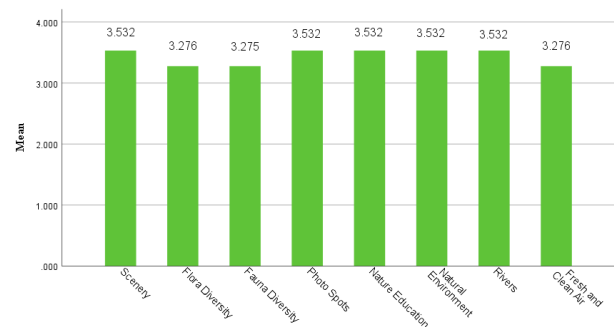


Figure 2. Average Visitor Perceptions of Tourist Attractions and Sites

Most indicators received a “good” rating, with the highest average score of 3.53. This score was achieved by the indicators for natural scenery, photo spots, nature education, environmental naturalness, and the presence of a river. These results indicate that the primary strength of the *Jungle Tracking* destination in Sumber Agung Village lies in its beautiful landscape and unspoiled natural environment. The scenic beauty and well-preserved natural atmosphere provide a more engaging recreational experience for tourists. A natural environment can also enhance satisfaction and interest in visiting nature-based tourism destinations (Wahyu et al., 2025). Attractions such as natural panoramas and environmental uniqueness are known to play a role in shaping tourists' positive perceptions of a destination (Apriana & Ahmad Hudaiby Galih Kusumah, 2025). An engaging tourism experience also

encourages tourists to return and recommend the destination to others (Liana et al., 2025). An example of the natural landscape that serves as a tourist attraction along the *Jungle Tracking* trail in Sumber Agung Village can be seen in Figure 3.



Figure 3. Panoramic view of the natural landscape along the *Jungle Tracking* trail in Sumber Agung Village

The indicators for plant diversity, animal diversity, and air quality received an average score of 3.28, falling into the “fairly good” category. These indicators were assessed based on visitors’ perceptions through direct observation during the *Jungle Tracking* activity, including the variety of plants and animals encountered and the air quality experienced in the tourist area. This score indicates that the potential for biodiversity has become one of the attractions for visiting tourists. The provision of information regarding the flora and fauna found in the area still needs to be improved so that visitors can better understand the existing environmental potential. The availability of interpretive media such as information boards, educational trails, and tour guides can help tourists gain knowledge about the natural resources encountered during tourism activities (Setiawan et al., 2023). Environmental interpretation in ecotourism activities also plays a role in enhancing the educational experience

while fostering visitors’ awareness of the importance of preserving the environment (Izaati et al., 2023). Effective management of information regarding biodiversity potential can strengthen the appeal of nature-based tourism and improve the quality of the tourism experience for visitors (Zamroni et al., 2024).

## 2. Visitors’ Perceptions of Infrastructure

Infrastructure is a key component that supports tourists’ comfort and safety during their travel activities. Visitors’ perceptions of the condition of the tourism area’s infrastructure are presented in Figure 4.

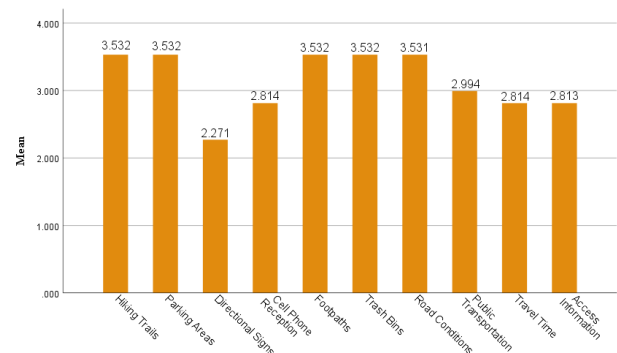


Figure 4. Average Visitor Perception of Infrastructure

Several indicators, such as hiking trails, parking areas, footpaths, trash bins, and road conditions, received an average score of 3.53, falling into the “good” category. This score indicates that the basic infrastructure in the *Jungle Tracking* area of Sumber Agung Village has been able to support nature tourism activities quite comfortably. The availability of hiking trails and supporting facilities makes it easier for visitors to explore the forest area. Adequate infrastructure also plays a role in enhancing the quality of the tourism experience and visitor satisfaction (Apriana & Ahmad Hudaiby Galih Kusumah, 2025).

The directional signage indicator received the lowest average score of 2.27, falling into the “poor” category. This score indicates that directional signage in the tourist area remains limited. This situation has the

potential to cause difficulties for visitors in determining their route. The clarity of the information system and directional signage is a crucial aspect of destination management, as it helps tourists understand the tourist routes and enhances their sense of safety during their visit (Nurmita et al., 2023) .

Indicators for telephone networks, public transportation, travel time, and access information received average scores ranging from 2.81 to 2.99, falling into the “fairly good” category. These scores indicate that accessibility to tourist areas still needs to be improved. Ease of access to destinations makes it easier for tourists to reach tourist sites and can increase the potential for visits (Ayun et al., 2024) . Good accessibility also supports the development of tourist destinations in a region (Dinan et al., 2025).

### 3. Visitors’ Perceptions of Facilities and Services

Facilities and services are key elements that contribute to tourists’ comfort while in a tourist area. Visitors’ perceptions of facilities and services are presented in Figure 5.

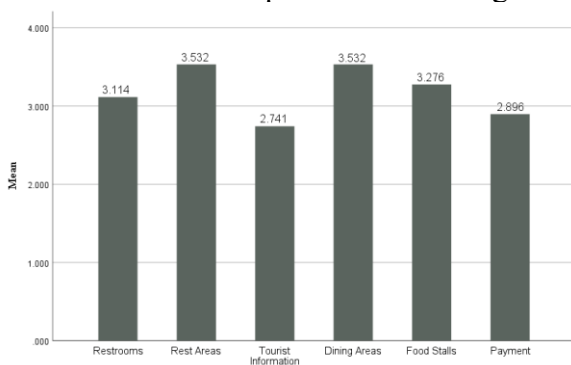


Figure 5. Average Visitor Perceptions of Facilities and Services

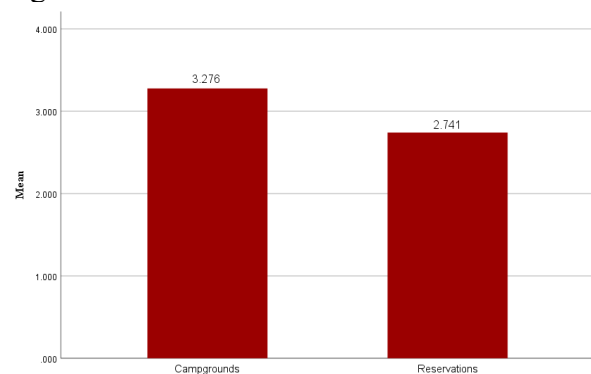
The rest area and dining area indicator received an average score of 3.53, falling into the "good" category. This score indicates that rest facilities are sufficiently available for visitors after completing a tracking activity. The presence of rest areas and dining areas helps tourists recover physically after engaging

in nature-based tourism activities. The availability of basic facilities at tourist destinations plays a role in enhancing the comfort and quality of tourists’ experiences during their visit (Javada et al., 2025)

Indicators for restrooms, food stalls, payment systems, and tourist information received average scores ranging from 2.74 to 3.28, falling into the “fairly good” category, which indicates that facilities are available but still require improvements in both quality and quantity. This situation indicates that facility management and service delivery need to be improved to be more optimal, given that the quality of facilities and services influences tourists’ perceptions and satisfaction (Setiawan et al., 2023) , and can enhance the experience and encourage repeat visits (Sariani & Lubis, 2024) .

### 4. Visitors’ Perceptions of Accommodation

Accommodations are essential facilities for visitors who wish to enjoy tourist activities over a longer period of time. Visitors’ perceptions of accommodations are shown in Figure 6.



Gambar 6. Rata-rata Persepsi Pengunjung terhadap Akomodasi

The *camping ground* indicator received an average score of 3.28, classified as “fairly good.” This score indicates that camping areas are available and can be utilized by visitors as an alternative for nature-based tourism activities. The availability of camping facilities provides tourists with the opportunity to enjoy

a travel experience that brings them closer to the natural environment. Camping facilities are also part of simple accommodations that support nature and adventure tourism (Marcelina et al., 2018) . The provision of accommodations at nature tourism destinations is known to enhance the tourism experience and encourage tourists to stay longer in the tourism area (Kurniati et al., 2025) .

The reservation system indicator received an average score of 2.74, falling into the “fairly good” category. This score indicates that the reservation system still needs to be improved to make it more accessible to visitors. Effective reservation management helps tourists plan their visits more systematically and makes it easier for managers to regulate visitor capacity. A clear and organized reservation system can improve service quality and support more effective management of tourist destinations (Irwan Tamrin et al., 2021).

### 5. Visitor Perceptions of the Organization and Human Resources

Organization and human resources play a crucial role in tourism destination management, as they directly impact service quality and visitor satisfaction (Gilang Ramadhan et al., 2023) . Visitors’ perceptions of organizational and human resource aspects are presented in Figure 7.

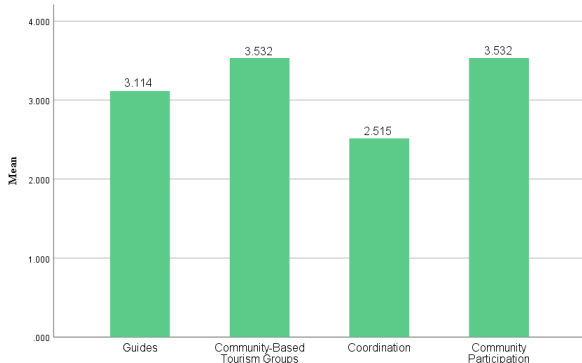


Figure 7. Average Visitor Perceptions of Organization and Human Resources

The indicators for the Tourism Awareness Group (Pokdarwis) and community

participation received an average score of 3.53, falling into the “good” category. This score indicates that community involvement in tourism management has been quite effective. Community participation supports the sustainability of destination management and strengthens community-based tourism development (Agus Trimandala et al., 2023; Isna Salsabila & Yuli, 2023) .

The tour guide indicator received an average score of 3.11, classified as “fairly good.” This score indicates that the presence of tour guides assists visitors during *trekking* activities. Tour guides play a role in providing information about the trail, the condition of the area, and tourism potential, thereby enhancing the visitors’ experience (Siregar & Ahyuni, 2023) .

The management coordination indicator received an average score of 2.51, falling into the “poor” category. This score indicates that coordination among stakeholders in destination management still needs to be strengthened. Effective coordination is necessary to ensure that area management and visitor services can operate more effectively (Salisul et al., 2026; Syaiful Amin & RM. Moch. Wispandono, 2023) .

### C. Average Visitor Perceptions of 5 Aspects of Destination Quality

The assessment of tourism destination quality can be determined through the average scores of visitor perceptions regarding several aspects related to the destination’s conditions. The average visitor perceptions regarding the five aspects of the *Jungle Tracking* destination’s quality in Sumber Agung Village are presented in Figure 8.

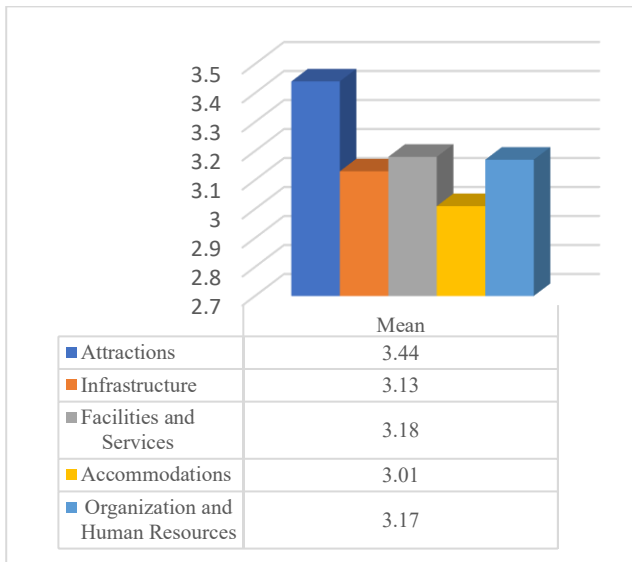


Figure 8. Average Visitor Perceptions of Five Aspects of Destination Quality

The results of the assessment of five aspects of destination quality indicate that, in general, visitors' perceptions of the *Jungle Tracking* activity in Sumber Agung Village fall into the "fairly good" to "good" categories. This suggests that the destination's primary strength lies in its natural resources, which serve as a major draw for tourists. The scenic beauty, the unspoiled natural environment, and the experience of exploring nature are key attractions for visitors. Several supporting aspects such as infrastructure, facilities, accommodation, and management still need to be gradually improved so that tourism activities can run more smoothly. Tourist attractions play a crucial role in shaping tourists' evaluations of a destination's quality while also influencing the decision to visit (Apriana & Ahmad Hudaiby Galih Kusumah, 2025). Perceptions of destination quality are influenced not only by natural beauty, but also by the availability of facilities and infrastructure, service quality, and management systems capable of ensuring visitor comfort (Iqbal et al., 2023). Destination development efforts must focus on improving facility quality, upgrading infrastructure, and enhancing the capabilities of human resources involved in tourism management. These improvements are expected to enhance the

quality of tourism services and have a positive impact on tourist satisfaction and their desire to return (Hussain et al., 2023).

#### IV. CONCLUSION AND RECOMMENDATIONS

##### A. CONCLUSION

Visitors' perceptions of the quality of the *Jungle Tracking* nature tourism destination in Sumber Agung Village generally fall into the fairly good to good category. The aspects of attractions and features received the highest ratings with mean scores of approximately 3.28–3.53, indicating that the beauty of the landscape and the natural environmental conditions are the main attractions of the tourism destination.

Infrastructure, facilities, services, and accommodations are rated as fair to good. The condition of *hiking* trails, parking areas, and rest facilities is considered to sufficiently support tourism activities. Several indicators still require improvement, particularly signage, tourist information, reservation systems, and coordination among managers.

The research results indicate that efforts to improve the quality of tourism destination management should focus on supporting infrastructure, tourism services, and strengthening tourism management institutions.

##### B. RECOMMENDATIONS

Efforts to improve the quality of tourist destinations should focus on providing directional signs and interpretive information along *hiking* trails. Improvements to supporting facilities—such as restrooms, tourist information centers, and reservation systems—are also necessary to enhance visitor comfort. Strengthening coordination among area managers, tourism awareness groups, and local communities is essential to support the sustainable management of tourist destinations.

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