



## Visitor Perception Of The Tourist Experience In Kampuang Minang Nagari Sumpur Tourism Village

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**Abstrack:** *Kampuang Minang Nagari Sumpur Tourism Village in South Batipuh District, Tanah Datar Regency, West Sumatra, is a cultural and natural tourism destination with the uniqueness of the gadang house that still functions as a residence, preserved Minangkabau traditions, and natural beauty such as Lake Singkarak. However, there is a gap between the expectations and reality of the tourist experience that visitors feel. This shows that even though the potential and attraction of tourism is huge, there are still weaknesses in destination management that can affect visitor perception and satisfaction. In addition, until now there have not been many studies that specifically examine the perception and experience of tourists in Kampuang Minang Nagari Tourism Village in Sumpur, even though visitor perception greatly determines the image, loyalty, and sustainability of tourist destinations. This study uses a quantitative descriptive approach with data collection techniques in the form of observations, questionnaires, and interviews with visitors. The data analysis technique uses a descriptive quantitative approach with the one score one indicator method based on the Likert Scale to identify visitors' perceptions of aspects of accessibility, facilities, tourist attractions, services, environmental conservation, and personal satisfaction and experience during travel. The results of the research are expected to provide a comprehensive overview as the basis for developing an effective and sustainable tourism village management strategy.*

**Keywords:** *Nagari Sumpu; Tourism Experience; Tourist Attractions; Tourist Perception; Visitor Perceptions*

### 1. INTRODUCTION

Tourism in Indonesia is now one of the most important sectors, not only to encourage economic growth, but also to introduce the nation's natural beauty and cultural richness to the outside world (Nurmansyah, 2014). Data from the Central Statistics Agency (BPS) shows that in 2024, the number of foreign tourists coming to Indonesia will reach 13,902,420 people, up 20% from the previous year (Statistik.,2024) Tourism villages are a tourism development concept that focuses on empowering local communities, preserving the environment, and developing tourism products based on local wisdom (Afliana Babu et al., 2021). West Sumatra is one of the provinces that has extraordinary potential in the field of tourism. Its stunning natural beauty and distinctive Minangkabau culture always manage to attract tourists (Santoso et al., 2023).



**Figure 1.** Minangkabau Traditional House.

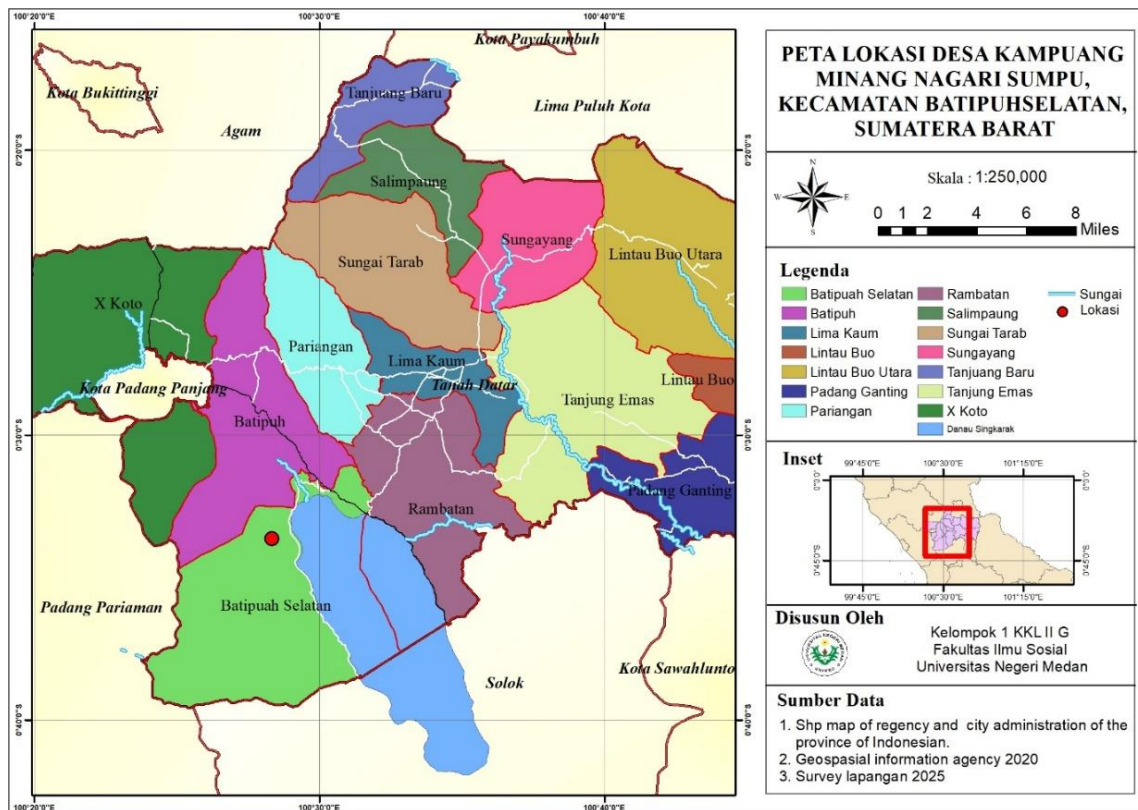
One of the tourism villages that has succeeded in developing this concept in West Sumatra is the Kampung Minang Nagari Tourism Village in Sumpur, which is located in South Batipuh District, Tanah Datar Regency. This village has a unique and distinctive attraction, namely the existence of dozens of gadang houses that still function as people's residences, as well as various Minangkabau traditions and customs that are still maintained and preserved (Sesy Masesa., 2023.)

The advantage of Kampung Minang Nagari Sumpur Tourism Village lies not only in its cultural authenticity, but also in the beauty of the surrounding nature. This village is near Lake Singkarak, one of the most beautiful lakes in West Sumatra, which offers stunning scenery and a variety of tourist activities (Afliana Babu et al. 2021) Visitors' perception of the tourist experience in a destination is a key factor in determining the success and sustainability of the destination (Pradini et al., 2023). A positive experience will create a good image, increase visitor loyalty, and encourage word-of-mouth promotion, which will ultimately increase the number of visits and revenue. (Ali Hasan , 2020)

One of the main problems in Nagari Sumpur tourism village is the condition of road access to the tourist village which is narrow and of limited quality, making it difficult for tourists to come comfortably. In addition, supporting facilities in the village such as public facilities still need to be improved so that the tourist experience becomes more satisfying. By understanding visitor perceptions, tourism village managers can take strategic steps to increase competitiveness, create unforgettable tourism experiences, and provide sustainable benefits for the community and the environment.

## 2. METHODOLOGY

This location coincides with Nagari Supu, South Batipuh District, West Sumatra, Indonesia. This research was conducted on April 24, 2025.



**Figure 2.** Map of Kampung Nagari Sumpu Location, South Batipuh District.

Data collection was carried out by distributing closed questionnaires to visitors, direct observation in the field, and literature studies. The selection of respondents was carried out by random sampling method. Respondents have an age range of at least 17 years, because at that age a person is considered to have entered a productive age and is able to provide perception of an object. The number of samples in this study was 50 respondents from a population of 100 people determined using the Slovin formula. The perceptions assessed in this study include: (1) Perception of accessibility and facilities, (2) Perception of tourist attractions and experiences, (3) Perception of service and hospitality, (4) Perception of cultural and environmental preservation, and (5) Satisfaction and personal experience. The collected data was then analyzed using the Likert Scale with the following values: (1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree (Arikunto, 2010). The data analysis technique uses a descriptive quantitative approach with the one score one indicator method based on the Likert Scale to measure respondents' attitudes, opinions, and perceptions of the observed social phenomena.

The results of the percentage calculation can be described as follows:

**Table 1** Data analysis techniques using a quantitative descriptive approach.

Answer Options	Score Weight
Very satisfied	81-100 %
Satisfied	61-80%
Quite satisfied	41-60%
Dissatisfied	21-40%
Very Less Satisfied	0-20%

Source: (Keliobas et al., 2019)

### 3. RESULT AND DISCUSSION

#### General Conditions of The Research Site

Kampung Minang Nagari Sumpur Tourism Village is located in Batipuh District, Tanah Datar Regency, West Sumatra. This village has a strategic position on the shores of Lake Singkarak (Aisya Indriani Putri, 2025), which offers beautiful natural scenery and a rich culture that is still thick. about 100 km from Padang City or 2.5–3 hours by road. The village offers an authentic Minangkabau cultural tourism experience, with the main attractions being traditional gadang houses, local arts, and stunning natural scenery (Ihwan et al., 2024). Understanding the meaning of motifs such as bamboo shoots and kaluak paku guided by local artisans, as well as demonstrations of traditional clothing making including baju kurung basiba for women and penghulu clothes for men complete with accessories.

Agrotourism, Kampung Minang Nagari Sumpur Tourism Village offers the attraction of the agrotourism program to provide educational experiences to tourists by introducing the process of sapodium farming, which is one of the village's leading commodities. Through these programs, the community is invited to actively contribute to tourism management, so that they are not only spectators, but also main actors in the development of tourism villages. (Aisya Indriani Putri, 2025)

Village Tour, Kampung Minang Nagari Sumpur Tourism Village offers a village tour package that is rich in traditional culture and activities, starting with a visit to the gadang house that shows the typical Minangkabau architecture. Tourists are also invited to take a historical tour by visiting the Khatib Sulaiman House, one of the historical buildings that stores the stories of the past. A unique experience is offered through the manjalo attraction in ateh biduak, which is catching bilih fish (a type of endemic fish) in Lake Singkarak using traditional boats (Aridho

Ihwan, 2024). Similar activities can also be done at the Batang Sumpu estuary, where visitors can learn fishing techniques in the style of the local community (Desmiati et al., 2024). No less interesting, this tour includes a visit to kapalo samek (samek head embroidery) embroidery craftsmen, the work of which does not use machine technology at all, but rather uses simple equipment and relies on hand skills (Sisi Irfayanti, 2024). Visitors can see firsthand the process of making it and even try to make simple embroidery guided by local artisans. This complete package combines elements of history, culture, culinary, and interactive activities, providing a comprehensive experience of the life of the people of Nagari Sumpur.

Village Discussions, Nagari Sumpur Tourism Village offers an interactive discussion program with village managers as part of a community-based tourism experience, which includes knowledge exchange on sustainable tourism village management, Minangkabau cultural preservation, and local economic development strategies through a structured discussion format (60-90 minutes) with discussion topics including tourism village governance models, tourism product innovation, and partnerships with stakeholders, which is open to academics, students, and tourists.

## **Visitors Perception of The Ecotourism Experience**

### **a. Visitor Perception of Accessibility and Facilities**

Visitor perceptions regarding the facilities provided at the Kampuang Nagari Sumpu tourist attraction, which include road access, toilets, rest areas, places to eat, places of worship, and electrical plugs are generally considered adequate with an average percentage score of 76.3% (Table 1). Facilities are one of the important elements in tourism development, because they support the comfort and basic needs of visitors while at tourist sites (Halim et al., 2021). The provision of good facilities can be a supporting factor for increasing interest in visits, as well as strengthening the positive image of tourist destinations (Sari & Prabowo, 2022).

**Table 1.** Visitor Perception of Accessibility and Facilities

NO	Indicator	5 (VS)	4 (S)	3 (QS)	2 (D)	1 (VLS)	Total	Percent	Category
1	The road to the tourist location is easily accessible	10	18	21	1	0	187	74,8%	Adequate
2	Toilets available	6	24	17	2	1	182	72,8%	Adequate
3	Rest Available	11	26	12	1	0	197	78,8%	Adequate
4	Clean and tidy dining facilities are available	14	24	10	2	0	200	80,0%	Adequate
5	Places of Worship Available	10	29	7	4	0	195	78,0%	Adequate
6	Power Plug Available	9	19	20	1	1	184	73,6%	Adequate
AVERAGE								76,3 %	Adequate

Kampung Nagari Sumpu Tour provides adequate accessibility and facilities for visitors. The road to tourist locations is considered easily accessible with a percentage of 74.8%. Facilities such as toilets and rest areas also received positive ratings, 72.8% and 78.8%, respectively, which supported the comfort of visitors. Clean and tidy dining places have a percentage of 80.0%, while facilities for places of worship and

electrical plugs are considered adequate with a percentage of 78.0% and 73.6%. The average percentage score for all facilities reached 76.3%, indicating that Kampung Nagari Sumpu met the expectations of visitors. This good facility is expected to increase interest in visits and strengthen the positive image of tourist destinations. One of the locations of the facilities provided by the nagari sumpu tourism can be seen in Figure 3.



**Figure 3.** Resting and Prayer Places.



### b. Perception of Attraction and Tourist Experience

Visitors' perception of the attractions and tourist experiences in Nagari Sumpu Village, including the uniqueness of culture, beauty, variety of tourist attractions, and new experiences obtained during the visit, was generally classified as satisfied with an average percentage score of 80% (Table 2). Tourist attractions, which include cultural uniqueness, pleasant panoramas, and a variety of activities, are important factors in attracting interest in visits and improving the tourist experience (Halim et al., 2021). The existence of aspects such as "experiencing something new" also strengthens the value of destinations and supports the promotion of cultural tourism (Rahman et al., 2023).

**Table 2.** Visitor Perception of Tourist Attractions and Experiences.

NO	Indicator	5 (VS)	4 (S)	3 (QS)	2 (D)	1 (VLS)	Total	Percent	Category
1	Interesting cultural uniqueness	10	30	9	1	0	199	79.60%	Satisfied
2	The tour is very beautiful and fun	16	28	5	1	0	209	83.60%	Satisfied
3	The tours available are quite varied and fun	12	26	10	2	0	198	79.20%	Satisfied
4	Gain new experiences while visiting this village	14	23	9	4	0	197	78.80%	Satisfied
AVERAGE								80%	Satisfied

### c. Perception of Service and Hospitality

Friendly locals, as well as tour guides who provide good and informative service, improve the visitor experience (Sari & Prabowo, 2022). Natural landscapes rich in historical value create an alluring atmosphere, while a diversity of attractions, including cultural and culinary tours, offers a well-rounded experience (Rahman et al., 2023). Easy-to-understand information on tourist attractions also enriches tourists' understanding of local culture in West Sumatra (Utami & Widiastuti, 2023).

**Table 3.** Visitors' Perception of Service and Hospitality

NO	Indicator	1 (VS)	2 (S)	3 (QS)	4 (D)	5 (VLS)	TOTAL	Percent	Category
1	Locals are friendly to tourists	23	16	9	2	0	210	84%	Very Satisfied
2	The guide or tour officer provided good service	25	21	3	1	0	220	88%	Very Satisfied
3	The tour staff provided clear and friendly information.	16	27	6	1	0	211	84.40%	Very Satisfied
4	Information about attractions is available and easy to understand	11	28	10	1	0	199	79.60%	Satisfied
AVERAGE								84%	Very Satisfied

Travelers' satisfaction levels are reflected in their perception of service and hospitality, with an average satisfaction of 84% in the "Very Satisfied" category. This includes the friendliness of the local people (84%), the quality of the tour guide service (88%), the clarity and friendly attitude of the information officers (84.40%), and the availability of easy-to-understand information (79.60%). This data shows that Nagari Sumpu Village not only offers entertainment, but also value-based tourism experiences, social interaction, and in-depth cultural learning. One of the activities guided by the tour officer can be seen in figure 4.



**Figure 4.** Discussion and Performance Corner



#### d. Perception of Satisfaction & Personal Experience

Personal satisfaction and experience received an average score of 84.13% in the category of very satisfied (Table 4). Visitor satisfaction in Nagari Sumpu Village is influenced by the friendliness of the locals and the quality of informative tour guide services (Hidayati, 2021).

**Table 4.** Visitors' Perception of Satisfaction and Personal Experience

NO	Indicator	1 (VS)	2 (S)	3 (QS)	4 (D)	5 (VLS)	TOTAL	Percent	Category
1	I am satisfied with my overall tour experience in this village	14	29	4	2	1	203	81.2 %	Very Satisfied
2	I would like to visit this tourist village again in the future.	16	28	3	3	0	216	86.4%	Very Satisfied
3	I would recommend this tourist village to others.	19	27	1	3	0	212	84.8%	Very Satisfied
AVERAGE								84,13%	Very Satisfied

The survey shows that 81.2% of visitors are satisfied with their experience, reflecting the customer satisfaction theory that states that satisfaction comes from a comparison between expectations and experiences. As many as 86.4% of visitors want to return, indicating high loyalty, and 84.8% are willing to recommend this village to others. The average satisfaction reached 84.13%, indicating that visitors were very satisfied. This is in line with research that shows that tourism has a positive impact on the local economy and increases community satisfaction (Sari, 2022). Thus, Nagari Sumpu Village offers a satisfying tourism experience, based on values, social interaction, and deep cultural learning.

#### **4. CONCLUSION**

Kampung Minang Nagari Sumpur Tourism Village in Tanah Datar Regency, West Sumatra, has proven to have great potential in the cultural and nature-based tourism sector. Kampung Nagari Sumpu tourism has succeeded in providing a very satisfying tourist experience for visitors. This can be seen from several aspects, namely the available facilities, such as road access, toilets, rest areas, places to eat, places of worship, and electrical plugs are considered adequate with an average score of 76.3%. The availability of this facility supports the comfort and basic needs of visitors while at the tourist site. Visitors are satisfied with the tourist attractions, cultural uniqueness, natural beauty, variety of activities, and new experiences obtained, with an average satisfaction score of 80%. The diversity of attractions and cultural experiences is an added value that strengthens the image of the destination. The level of service and friendliness of the locals and tour guides received excellent ratings, with an average score of 84%. Warm social interaction and clear information help improve visitor satisfaction and experience. Visitors' personal satisfaction is very high, with an average score of 84.13%. Most visitors want to come back and recommend this destination to others, signifying strong loyalty and satisfaction.

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