

## **Travel Patterns and Visitor Satisfaction Levels for The International Folk and Art Festival Event: Study in Kutai Kartanegara, Indonesia**

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### **Abstract**

This research aims to identify the characteristics of visitor patterns and levels of satisfaction as well as factors that encourage visitors to visit The International Folk and Art (TIFAF) event held in Kutai Kartanegara, Indonesia. The research also seeks to evaluate the overall satisfaction level of attendees and identify key indicators contributing to visitor experience. This research employs a combination of qualitative and quantitative approaches. The tool used to analyze the research data is IBM SPSS version 22. The study employs frequency analysis to examine the characteristics and perceptions of visitors. Data analysis related to the perceptions of visitors and business actors is conducted using the Level of Respondent Achievement (LRA) method, which includes 16 evaluation indicators. The sampling method used is accidental sampling with 682 respondents. The findings indicate that the majority of TIFAF visitors were male (62%), aged between 17 and 25 years (68%), and predominantly students or university students (60%) with a high school level education (65%) and monthly income below IDR 500,000 (59%). Visitors expressed high levels of satisfaction with the event, reflected by an average perception score of 37.5 and an overall TCR of 85.99%. These results demonstrate a positive reception across all assessed aspects, underscoring the festival's success in meeting visitor expectations. The findings offer actionable insights for improving future cultural tourism events in the region.

**Keywords:** Visitor patterns, Satisfaction level, Folk art, Festival event.

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### **A. INTRODUCTION**

People journey coming from one area towards one more towards please initial demands. It is actually really important in the direction of understand tourist and even web internet web site visitor finish satisfaction, especially for enhancing traveler business financial environment, with attracting tourists in the future (Moral-Cuadra et al., 2019). The beneficial expertise tourists compete a traveler place will certainly definitely certainly not simply enhance their intent in the direction of evaluate the place, nevertheless, also ensure that they will offer beneficial assess about the place in the direction of their friends in addition to/and even relative (Gaikwad et al., 2020).

The traveling coming from the moment of leaving behind house till returning, includes a collection of associates, consisting of infrastructural elements, task facilities, transport, lodging, dining establishments, attractive monolith, general traveler complete fulfillment at the location, solution degree generally, particular tasks, and buying (Ageeva & Foroudi, 2019). After the most likely to of tourists every one of these representative are actually really considered possible effect on basic finish satisfaction at the place in addition to later on the goal in the direction of evaluate in addition to communicate with beneficial expression of mouth (Bašan et al., 2021).

Occasion are actually really primary in the direction of events, nevertheless identifying in addition to contextualization the importance of event expertise remains a considerable problem for the location of event management (Park & Lee, 2021). The Tenggarong International Folk Art Festival (TIFAF) is an annual event held in Tenggarong City, Kutai Kartanegara-Indonsia. Kutai Kartanegara as one of the oldest

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Hindu kingdoms in Indonesia has a variety of historical and cultural heritage from the past. This requires the efforts of all parties from the government and society to try to protect this culture, namely by carrying out cultural events every year. The Tenggarong International Folk and Art Festival is one of the festivals that needs to be preserved, especially for the younger generation. The event is also one of the products of cultural tourism attraction in Kutai Kartanegara Regency, countries involved in covering the event were Lithuania, Turkey, South Korea, Venezuela, Romania and the United Arab Emirates.

The TIFAF event is one of the activities held to commemorate and display the cultural history of the people of Kutai Kartanegara, each separately or even in teams tied through customized, society, custom as well as religious beliefs, which is actually kept for the function of keeping as well as improving the social imagination of individuals of Kutai Kartanegara to ensure that it is actually understood at the nationwide degree. In addition to worldwide. Additionally, the application of these tasks likewise intends towards present as well as advertise the traveler tourist destinations of Kutai Kartanegara rule towards the larger neighborhood. As a social occasion, TIFAF is actually a traveler tourist destination that draws in residential as well as international travelers. For that reason, this examine was actually performed along with the objective of determining the degree of complete fulfillment as well as character of visitors to the 2022 TIFAF events.

## **B. LITERATURE REVIEW**

Visitors are actually individuals or even groups of people who travel to other countries or even other locations for the purpose of relaxing, not earning a living in that place, taking short trips, and traveling to tourist attractions for more than 24 hours. Based upon these constraints, certainly not everybody that journeys is actually referred to as a tourist (Skiwko, 2021). Inning accordance with the Regulation of the State of Indonesia No.10 of 2009 regarding tourist, travelers are actually individuals that traveling. Traveler things or even traveler tourist destinations selected through travelers will certainly likewise differ, depending upon the inspiration of these travelers towards go to a traveler location, this is actually extremely carefully associated with the traveler tasks that will certainly be actually selected through these travelers (Lilik, 2021).

Tourists are individuals or groups of individuals who plan their purchasing power to travel for recreation and vacation purposes (Pongsakornrunsilp & Pongsakornrunsilp, 2018). Based upon the area as well as range of traveling, travelers are actually split right into international travelers as well as residential travelers or even residential travelers or even residential travelers (Novianti et al., 2023). International travelers are actually individuals or even teams of individuals that traveling coming from the tourist's nation of beginning towards one more nation for leisure functions, briefly, as well as don't earn a living in the nation explored (McTeigue et al., 2021). On the other hand, residential travelers are actually individuals or even teams of individuals that traveling coming from their location of beginning towards one more location however are actually still in the exact very same nation or even nation of beginning. Transportation travelers are travelers that traveling towards an international nation, which isn't of their will, certainly, since they are required to due to the international nation as a connection to the international nation of location. Additionally, company travelers are actually immigrants that are traveling along with the objective of obtaining projects or even tasks. After the function is actually finish, business tourist can easily perform vacation tasks in the location international nation (Buhalis & Amaranggana, 2015).

Other tourist characteristics are differentiated based on the concept of the tourist trip or the motivation and activities. The tourist characteristics are divided into trip descriptors and tourist descriptors. Characteristics based on the trip descriptor are differentiated to be more specific based on the purpose of the trip, namely visiting friends or family (VFR), recreational trips, based on the length of the

trip, based on how to travel, based on travel information, based on the type of accommodation used, based on the means of transportation used for travel, organizing trips and the amount of spending on tours (Susanti, 2021). While the tourist descriptor characteristics are the distribution of tourist characteristics based on socio-demographic, socio-psychographic, and geographical characteristics. As explained by (Cardias & Fandeli, 2020), socio-demographic qualities are actually qualities that seem fairly frequently as well as are actually essential towards tourist research study, since they associate with preparation as well as advertising.

A few of the factors utilized in research studies on socio-demographic qualities are sex, growing older, relatives, education and learning degrees, marriage conditions, and household dimensions. Traveler qualities that include psychographic qualities are actually social course, lifestyle, as well as individual qualities of the travelers on their own in choosing to go to a traveler protest or even towards a nation. Geographical qualities are actually the department of travelers based upon the area or even place of beginning, which could be based upon the nation of beginning, urban area of beginning, town, and district (Saha, 2020).

Service quality has different meanings and meanings for some experts. Here are some definitions of service quality as stated by experts. The definition of service quality is the anticipated level of quality as well as command over that degree of quality towards satisfy client wishes (Gaikwad et al., 2020). On the other hand, in accordance with Parasuraman certainly there are actually two primary elements that affect solution high top premium, specifically anticipated solution as well as viewed solution (Simarmata et al., 2021). If the solution got or even viewed (viewed solution) is actually according to exactly just what is actually anticipated, after that the high top premium of solution is actually viewed as great as well as pleasing. If the solution got surpasses client assumptions, after that solution high top premium is actually viewed as perfect solution high top premium (Siregar et al., 2023).

Nevertheless, if the solution got is actually less than anticipated, after that the solution high top premium is actually viewed as poor. Solution for high top premium is actually effectively developed if the solution offered towards clients obtains acknowledgment coming from the celebrations offered (Aswaty & Anggraini, 2022). Acknowledgment of the primacy of a solution doesn't originate from the device offering the solution, however instead originates from solution individuals. Essentially the high top premium of solution describes the primary significance, first, high top premium includes a variety of item functions, each guide functions as well as appealing functions that satisfy client wishes as well as therefore offer complete fulfilment for utilizing the product; second, high top premium includes whatever that's devoid of any type of shortages or even damages (Lukman et al., 2021).

The fundamental meaning of solution high top premium as explained on the previous web webpage reveals that solution high top premium is actually high top premium including the functions of different solutions that objective towards satisfy complete fulfilment along with the solutions acquired through clients. Whether a solution high top premium is actually extremely based on the capacity of provider towards satisfy client assumptions. The perfect high top premium of solution is actually a solution that's devoid of all of shortages as well as damages (Bakhtiar & Sunarka, 2020).

The connection in between occasions as well as tourist is actually absolutely nothing at all brand new. Occasion tourist takes component in tourist as well as occasion administration as well as includes occasion preparation as well as advertising in quest of the target audience. Simply put, tourist administration initiatives consist of the advancement of a tourist body based upon the habits as well as inspiration of travellers. However, occasion administration consists of preparation, advertising, as well as handling occasions (Getz, 2020).

Event Management is actually an expert task of event as well as carrying with each other a team of individuals for event, education and learning, advertising as well as get-together functions, as well as is

accountable for carrying out research study, developing tasks, preparation as well as performing control as well as guidance towards recognize the existence of a task (Goldblatt, 2002). Event Management is actually a company of a task orderly through a neighbourhood or even organization that's handled expertly, effectively as well as efficiently coming from preparation, application towards conclusion of the task.

The meaning of an occasion is actually an program, task or even specific celebrations that reveal, screen as well as commemorate towards celebrate essential points that are actually kept at a specific opportunity along with the objective of interacting notifications towards site guests. For that reason exactly just what is actually implied due to the concept of an occasion is actually a task performed towards celebrate an occasion, society, as well as or even various other tasks that are actually handled along with the objective of advertising, showing, as well as interacting specific notifications towards the target market (Park & Lee, 2021).

According to Goldblatt, (2002) an effective occasion has actually five essential phases that should be actually thought about, namely:

1) Research; executing an occasion certainly there certainly are actually five concerns (why, that, when, where, exactly just what) that could be utilized in choosing the application of an occasion, namely; why ought to an occasion be actually kept, that is actually the general public for the occasion to become held; when will certainly the occasion be actually held; where the occasion will certainly be actually held; what will certainly be actually shown at the event. After answering these five questions, a SWOT (strength, weakness, opportunity, threat) analysis is then carried out to obtain and ensure that all stages run systematically.

2) Design, originalities can easily assist produce tasks that are actually according to the goals of the occasion which could be performed through conceptualizing as well as thoughts mapping. Imagination should be actually highly sustained due to the occasion supervisor, since in the long run the item provided is actually such as innovative fine craft. Imagination is the main point on every occasion administration procedure. Conceptualizing as well as thoughts mapping are tasks where all of participants are brought with each other as well as send their concepts which are after that linked as well as built right into an occasion viewpoint that includes monetary, social, social as well as various other essential elements in the application of an occasion. Conceptualizing concentrates on the style as well as idea of the occasion, exactly just how it will certainly be actually embellished as well as creative, the home enjoyment to become provided, the interaction technique to become utilized, and so forth. At this phase an occasion expediency examine is likewise performed towards display the innovative concepts that arise. The feasibility study pays focus on budget plan sets you back, personals in addition to political problems.

3) Planning; Preparation is actually the lengthiest phase in case administration procedure. If the research study as well as style phases are actually performed effectively, the preparation phases could be performed quickly. Nevertheless, if research study as well as style have actually certainly not been actually performed correctly, it is actually most likely that certainly there certainly will certainly be actually inconsistencies at the drawing board as well as substitute of the primary strategy along with a substitute strategy. The drawing board includes using three lawful manners specifically opportunity, location as well as tempo. Carefulness in using these three points will certainly significantly impact the result of the occasion being actually kept.

4) Coordination and synchronization is the phase that's mainly performed throughout the application or even implementation of the previous phase, specifically performing strategies that have been thoroughly created. At this phase the function of the occasion supervisor is actually extremely important where the occasion supervisor is actually confronted with numerous options that need

decision-making to become performed expertly to ensure that it has actually a great effect on the outcomes of the occasion being actually kept.

5) Evaluation is really the stage where an assessment is really carried out on the event originating from the preliminary phase up till the event has really been really completed. The assessment of the evaluation by itself features as a suggestion item for organizing similar events that will certainly definitely be actually really maintained in the future. Evaluation is actually really an assessment treatment, identifying the effectiveness of the method used in an effort in the direction of achieve company goals. The info obtained originating from the results of the evaluation will certainly definitely be actually really used as a situation assessment in the complying with program. It means in the direction of sight the quality of the event in addition to sight the stamina in addition to weaker factors of the event.

The interplay between travel patterns and tourist satisfaction has become a key subject of research in tourism studies, especially considering the shifting travel behavior and expectations in the post-pandemic environment. Travel pattern is the spatial-temporal sequence of tourist activities and movements throughout a trip, encompassing elements of trip frequency, duration of stay, route choices, activity preferences, and general mobility within the destination. These patterns expose not just pragmatic decisions but also elements of tourists' motivational orientations and degree of site interaction (Lee et al., 2019). Recent empirical studies have shown how much the aspects of travel behavior affect the quality of experiences felt at locations. For example, tourists adopting flexible and exploratory travel patterns typically report increased pleasure (Liu et al., 2021); due to more possibilities for spontaneous and immersive experiences. Conversely, structured travel with time-limited itineraries may restrict the depth of interaction with local culture and the environment, potentially diminishing the richness of the experience.

The experience of the destination largely determines the mediation of the relationship between travel patterns and happiness (Ageeva & Foroudi, 2019). Known as destination experience, the cognitive and emotional evaluations of numerous destination features including service quality, cultural authenticity, accessibility, hospitality, and environmental aesthetics are different travel routes lead to different perceptions and appraisals of these features by guests, therefore influencing their emotional response and perceived worth. A traveler with a high-mobility pattern might prioritize access and logistical convenience, while a slow traveler may be more sensitive to cultural involvement and local authenticity. From this angle, tourist satisfaction is considered a post-consumption evaluation produced by the comparison between pre-travel expectations and actual travel experiences (Bui & Dolezal, 2020).

As proposed in Expectation-Confirmation Theory by Jordan et al., (2019), satisfaction is a function of expectation-confirmation rather than just the outcome of goal performance. Moreover, affecting satisfaction is the fit—or mismatch between expected and actual travel patterns. When visitors find that their actual travel patterns match their expectations, they are more likely to report greater enjoyment. This information enables one to create three key hypotheses within the theoretical framework. First of all, travel patterns significantly determine the degree of the destination experience. Second, the destination experience balances travel patterns with tourist satisfaction. Third, the degree of congruence between expected and actual travel patterns regulates the effect of destination experience on satisfaction degrees. Grounded on Travel Behavior Theory and psychological theories of consumer enjoyment, these links provide a whole framework for analyzing visitor behavior and raising destination competitiveness (Gössling et al., 2020).

### C. RESEARCH METHOD

This research was carried out in Tenggarong, Kutai Kartanegara Rule, Eastern Kalimantan. The choice as well as decision of the research study place was actually associated with the keeping of the TIFAF Occasion which was actually performed at the research study protest, this was actually the factor as well as factor to consider for identifying the research study place. This examine is actually anticipated towards acquire understandings of the degree of complete fulfillment as well as qualities of site guests towards the application of the TIFAF Occasion. Additionally, the outcomes of this examine will certainly be a suggestion for assessing as well as establishing occasions in Kutai Kartanegara Rule later.

This study uses a quantitative descriptive approach method. Information compilation was performed sourced coming from main information resources as well as subsequent information resources. Main information resources were actually acquired with monitoring, as well as questionnaires (concern notes) that possessed been actually ready formerly as well as offered to site guests associating with the qualities as well as understandings of site guests in the direction of the application of the TIFAF Occasion. While subsequent information gives information acquired with extra information as well as various other sustain coming from the Kutai Kartanegara tourist workplace, in addition to literary works examine products as well as various other information resources acquired coming from various other celebrations associated with this research study.

The example utilized within this examine is a non-probability sampling method through unintentional sampling, specifically a sampling method based upon possibility, that's, anybody that occurs towards satisfy the scientist could be utilized as an example, if it is actually considered that the individual that occurred to become satisfied appropriates as an information resource. The variety of site visitor participants that were actually effectively acquired with questionnaire information compilation was actually 682 participants.

The data that has actually been actually acquired coming from the research study outcomes are actually after that evaluated descriptively. Quantitative descriptive data analysis is a method used to describe or summarize data in numerical form. This analysis aims to provide an overview of data characteristics, such as averages, respondent achievement levels, and so on, related to travel patterns and respondent achievement levels related to the TIFAF event in Kutai Kartanegara. Detailed evaluation likewise explains the procedure of a procedure or even connection, offers a total photo either in spoken or even numerical type, offers fundamental info around a connection, produces a collection of classifications as well as classifies research study topics associated with the qualities as well as understandings of visitors.

The tool used to analyze research data is IBM SPSS version 22. For the analysis of visitor characteristics and perceptions, frequency analysis was used. For an analysis of the characteristics and perceptions of visitors using frequency analysis. While for data analysis related to the perception of visitors and business actors using the calculation of the Level of Respondent Achievement (LRA) value for each category of answers from the descriptive variable using the formula:

$$LRA = \frac{AS \times 100\%}{n}$$

Information:

LRA = Level of Respondent Achievement.

AS = Average Score of Respondent.

n = Maximum score value.

Meanwhile for the criteria for respondents' answers as in the table of classification level of respondents achievement in table1.

**Table 1. Classification Score of Respondents Achievement Level**

No.	Achievement Percentage	Interpretation
1	95% - 100%	Verry Good
2	76% -91%	Good
3	61% - 75%	Fair
4	46% - 60%	Poor
5	0% - 45%	Verry Poor

#### D. RESULTS AND DISCUSSIONS

Based upon the outcomes of research study associating with the qualities as well as understandings of site guests at the TIFAF occasion which will certainly be kept in July 2022, it reveals various qualities. The number of visitors who can be given a list of questions is as much as 682 respondents. The results show that the majority of visitors, namely 62%, are male. In addition, based on the age of visitors, most of the visitors were young, namely 68% aged between 17-25 years. Meanwhile, based on the level of education, the majority of educated students and students amounted to 65%. Furthermore, based on employment status, the majority, namely 60%, are students and students, with an income of less than IDR 500,000. The characteristics of these visitors exist in dining table two as observes.

**Tabel 2. Visitor Characteristics**

GENDER	Frequency	Percent	OCCUPATION	Frequency	Percent
Female	257	37,70%	Student	409	60,00%
Male	425	62,30%	Civil Servant	24	3,50%
<b>Total</b>	<b>682</b>	<b>100%</b>	Private Employees	141	20,70%
			Entrepreneur	25	3,70%
			Unemployee	38	5,60%
			Others	45	6,60%
			<b>Total</b>	<b>682</b>	<b>100%</b>
AGE	Frequency	Percent	MONTHLY INCOME	Frequency	Percent
< 17	121	17,70%	< IDR.500.000,-	400	58,70%
17 – 25	465	68,20%	IDR.500.000 - Rp.1.000.000,-	61	8,90%
26 – 35	59	8,70%	IDR 1.500.000 - Rp 2.000.000	58	8,50%
36 – 45	16	2,30%	> IDR.2.000.000,-	148	21,70%
46 – 55	20	2,90%	N/A	15	2,20%
56 – 65	1	0,10%	<b>Total</b>	<b>682</b>	<b>100%</b>
<b>Total</b>	<b>682</b>	<b>100%</b>			
EDUCATIONAL BACKGROUND	Frequency	Percent			
Elementary School	8	1,20%			
Junior High School	107	15,70%			
Senior High School	446	65,40%			
Diploma	27	4,00%			
Bachelor	78	11,40%			
Post Graduate	4	0,60%			
N/A	12	1,80%			
<b>Total</b>	<b>682</b>	<b>100%</b>			

Based on the characteristics of the tourist travel patterns above, the next step is to cross-tabulate the travel patterns with gender (Table 3), age (Table 4), educational background (Table 5), occupation (Table 6), and monthly income (Table 7).

**Table 3. Crosstab of Travel Patterns by Gender**

Tourist Travel Patterns	Gender	
	Female	Male
How to get information about TIFAF event	Social media (FB, Instagram, etc.) = 68%	Social media (FB, Instagram, etc.) = 67%
Which is an attraction to visit	watch cultural performances = 46%	watch cultural performances = 59%
How many times have you visited to watch the TIFAF event?	First time = 47%	First time = 60%
Who did you visit the TIFAF event with?	Group = 68%	Group = 67%
How long on average do you stay at the TIFAF event venue?	2 – 4 hours = 44%	2 – 4 hours = 46%
mode of transportation to go to the TIFAF event	motorcycle = 69%	motorcycle = 74%
Costs spent while visiting the TIFAF event	< IDR.200.000,- = 78%	< IDR.200.000,- = 84%
The biggest cost component when visiting a TIFAF event	Food & beverages = 79%	Food & beverages = 86%
Types of accommodation while visiting the TIFAF event	not staying overnight = 71%	not staying overnight = 69%

**Table 4. Crosstab of Travel Patterns by Age**

Tourist Travel Patterns	Age (years old)					
	< 17	17-25	26-35	36-45	46-55	56-65
How to get information about TIFAF event	Social media (FB, Instagram, etc.) = 71%	Social media (FB, Instagram, etc.) = 70%	Social media (FB, Instagram, etc.) = 56%	Social media (FB, Instagram, etc.) = 38%	Social media (FB, Instagram, etc.) = 45%	Social media (FB, Instagram, etc.) = 100%
Which is an attraction to visit	watch cultural performances = 61%	Watch cultural performances = 52%	Watch cultural performances = 53%	Watch cultural performances = 44%	Watch cultural performances = 70%	Watch cultural performances = 100%
How many times have you visited to watch the TIFAF event?	First time = 41%	First time = 50%	First time = 49%	First time = 50%	First time = 60%	First time = 100%
Who did you visit the TIFAF event with?	Group = 76%	Group = 70%	Group = 49%	Family = 69%	Group = 55%	Group = 100%
How long on average do you stay at the TIFAF event venue?	< 2 hours = 50%	2 – 4 hours = 47%	2 – 4 hours = 47%	2 – 4 hours = 38%	2 – 4 hours = 40%	2 – 4 hours = 100%
mode of transportation to go to the TIFAF event	Motorcycle = 77%	Motorcycle = 77%	Motorcycle = 49%	Own cars = 50%	Own cars = 75%	Own cars = 100%
Costs spent while visiting the TIFAF event	< IDR.200.000 = 93%	< IDR.200.000 = 83%	< IDR.200.000 = 69%	< IDR.200.000 = 63%	< IDR.200.000 = 40%	< IDR.200.000 = 100%
The biggest cost component when visiting a TIFAF event	Food & beverages = 85%	Food & beverages = 87%	Food & beverages = 66%	Food & beverages = 81%	Food & beverages = 55%	Food & beverages = 100%
Types of accommodation while visiting the TIFAF event	not staying overnight = 74%	not staying overnight = 69%	not staying overnight = 58%	not staying overnight = 63%	not staying overnight = 90%	not staying overnight = 100%



**Table 5. Crosstab Travel Pattern by Educational Background**

Tourist Travel Patterns	Educational Background					
	Elementary School	Junior High School	Senior High School	Diploma	Bachelor	Post Graduate
How to get information about TIFAF event	Social media (FB, Instagram, etc.) = 75%	Social media (FB, Instagram, etc.) = 64%	Social media (FB, Instagram, etc.) = 67%	Social media (FB, Instagram, etc.) = 74%	Social media (FB, Instagram, etc.) = 73%	Social media (FB, Instagram, etc.) = 75%
Which is an attraction to visit	watch cultural performances = 75%	watch cultural performances = 50%	watch cultural performances = 54%	watch cultural performances = 59%	watch cultural performances = 58%	watch cultural performances = 75%
How many times have you visited to watch the TIFAF event?	Twice = 50%	First time = 51%	First time = 48%	First time = 56%	First time = 53%	First time = 50%
Who did you visit the TIFAF event with?	Group = 50%	Group = 70%	Group = 69%	Group = 52%	Group = 64%	Group = 50%
How long on average do you stay at the TIFAF event venue?	< 2 hours = 88%	< 2 hours = 43%	2 – 4 hours = 46%	2 – 4 hours = 56%	2 – 4 hours = 46%	2 – 4 hours = 50%
mode of transportation to go to the TIFAF event	Motorcycle = 75%	Motorcycle = 70%	Motorcycle = 77%	Own cars = 59%	Motorcycle = 63%	Own cars = 100%
Costs spent while visiting the TIFAF event	< IDR.200.000 = 88%	< IDR.200.000 = 92%	< IDR.200.000 = 83%	IDR.200.000 to IDR.500.000,- = 48%	< IDR.200.000,- = 78%	IDR.200.000 to IDR.500.000,- = 50%
The biggest cost component when visiting a TIFAF event	Food & beverages = 100%	Food & beverages = 85%	Food & beverages = 83%	Food & beverages = 81%	Food & beverages = 82%	Food & beverages = 100%
Types of accommodation while visiting the TIFAF event	not staying overnight = 100%	not staying overnight = 69%	not staying overnight = 70%	not staying overnight = 63%	not staying overnight = 64%	not staying overnight = 100%

**Table 6. Crosstab of Travel Patterns by Job**

Tourist Travel Patterns	Occupation					
	Student	Civil Servant	Private Employees	Entrepreneur	Unemployee	Others
How to get information about TIFAF event	Social media (FB, Instagram, etc.) = 70%	Social media (FB, Instagram, etc.) = 54%	Social media (FB, Instagram, etc.) = 73%	Social media (FB, Instagram, etc.) = 64%	friends/ family recommendations = 42%	Social media (FB, Instagram, etc.) = 62%
Which is an attraction to visit	watch cultural performances = 56%	watch cultural performances = 50%	watch cultural performances = 52%	Recreation/ Holiday = 56%	watch cultural performances = 63%	Recreation/ Holiday = 47%
How many times have you visited to watch the TIFAF event?	First time = 44%	First time = 67%	First time = 55%	First time = 64%	First time = 50%	First time = 53%
Who did you visit the TIFAF event with?	Group = 72%	Family = 46%	Group = 64%	Group = 68%	Family = 53%	Group = 73%
How long on average do you stay at the TIFAF event venue?	2 – 4 hours = 45%	2 – 4 hours = 50%	2 – 4 hours = 45%	2 – 4 hours = 52%	2 – 4 hours = 47%	2 – 4 hours = 40%
mode of transportation to go to the TIFAF event	Motorcycle = 82%	Own cars = 54%	Motorcycle = 67%	Own cars = 56%	Own cars = 58%	Motorcycle = 67%
Costs spent while visiting the TIFAF event	< IDR.200.000 = 91%	< IDR.200.000 = 58%	< IDR.200.000 = 67%	< IDR.200.000 = 60%	< IDR.200.000 = 58%	< IDR.200.000 = 84%
The biggest cost component when visiting a TIFAF event	Food & beverages = 88%	Food & beverages = 67%	Food & beverages = 87%	Food & beverages = 64%	Food & beverages = 68%	Food & beverages = 69%
Types of accommodation while visiting the TIFAF event	not staying overnight = 71%	not staying overnight = 54%	not staying overnight = 74%	not staying overnight = 52%	not staying overnight = 76%	not staying overnight = 56%

**Table 7. Crosstab of Travel Patterns by Monthly Income**

Tourist Travel Patterns	Monthly Income				
	< Rp.500.000,-	Rp.500.000 - Rp.1.000.000,-	Rp 1.500.000 - Rp 2.000.000	> Rp.2.000.000,-	N.A.
<b>How to get information about TIFAF event</b>	Social media (FB, Instagram, etc.) = 68%	Social media (FB, Instagram, etc.) = 64%	Social media (FB, Instagram, etc.) = 69%	Social media (FB, Instagram, etc.) = 66%	Social media (FB, Instagram, etc.) = 73%
<b>Which is an attraction to visit</b>	watch cultural performances = 55%	watch cultural performances = 49%	watch cultural performances = 59%	watch cultural performances = 50%	watch cultural performances = 67%
<b>How many times have you visited to watch the TIFAF event?</b>	First time = 48%	More than twice = 48%	First time = 50%	First time = 58%	First time = 47%
<b>Who did you visit the TIFAF event with?</b>	Group = 71%	Group = 72%	Group = 62%	Group = 62%	Group = 53%
<b>How long on average do you stay at the TIFAF event venue?</b>	2 – 4 hours = 45%	2 – 4 hours = 46%	< 2 hours = 43%	2 – 4 hours = 50%	2 – 4 hours = 47%
<b>mode of transportation to go to the TIFAF event</b>	Motorcycle = 80%	Motorcycle = 75%	Motorcycle = 60%	Motorcycle = 55%	Motorcycle = 80%
<b>Costs spent while visiting the TIFAF event</b>	< IDR.200.000 = 92%	< IDR.200.000 = 74%	< IDR.200.000 = 66%	< IDR.200.000 = 64%	< IDR.200.000 = 93%
<b>The biggest cost component when visiting a TIFAF event</b>	Food & beverages = 87%	Food & beverages = 85%	Food & beverages = 74%	Food & beverages = 78%	Food & beverages = 72%
<b>Types of accommodation while visiting the TIFAF event</b>	not staying overnight = 73%	not staying overnight = 49%	not staying overnight = 64%	not staying overnight = 72%	not staying overnight = 80%

The analysis shows that tourist travel patterns to the TIFAF event are strongly influenced by demographic and socioeconomic characteristics. Across gender and age groups, social media platforms such as Facebook and Instagram emerged as the dominant information sources, reflecting the digital-driven nature of event promotion. Cultural performances consistently stood out as the main attraction across demographics, although the degree of interest varied slightly. Most visitors attended the event for the first time and tended to visit in groups, highlighting the role of collective experiences in cultural tourism. In terms of duration, the majority of attendees stayed between 2–4 hours, with transportation primarily relying on motorcycles or personal cars, which emphasizes the importance of accessibility and parking facilities for future event planning.

Expenditure and consumption patterns reveal additional insights into visitor behavior. Across gender, age, education, occupation, and income groups, spending at the TIFAF event was relatively modest, with the majority of visitors spending less than IDR 200,000. Food and beverages consistently accounted for the largest expenditure component, indicating that culinary offerings are central to the overall visitor experience. The majority of participants did not stay overnight, which suggests that TIFAF is primarily perceived as a day-trip destination rather than a multi-day tourism attraction. This highlights both a limitation and an opportunity: while the event successfully attracts local or regional day-trippers, there is potential for organizers and stakeholders to develop packages, accommodations, and extended cultural activities to encourage longer stays and greater economic impact in the host area.

On the other hand, based upon the visitor's understanding of the TIFAF occasion, it reveals that the visitor's evaluation of the application of the TIFAF occasion generally readies. Describing the formula for determining the degree of accomplishment of the participants, if the discussion worth is actually 95% - 100% it implies that the outcome of the understanding is actually extremely good; if the discussion worth

is actually 76% -91% it implies that the outcome of the understanding is actually good; if the discussion worth is actually 61% - 75% it implies that the outcome of the understanding is actually sufficient; if the discussion worth is actually 46% - 60% it implies that the outcome of the understanding isn't good; as well as if the discussion worth is actually 0% - 45% it implies that the outcome of the understanding is actually poor. The outcomes of the study reveal that the typical score of site guests on all of signs associated with the application of the occasion readies, which is actually 85.99%, which implies they go to a great degree of accomplishment. The evaluation of each of these signs is displayed in table 8.

**Table 8 . Visitors Satisfaction Level**

No.	Perception	Visitors Satisfaction Level	Interpretation
1	TIFAF event becomes a cultural tourism attraction in Tenggarong	93,18%	Good
2	The location of the TIFAF Event is easily accessible / accessible to visitors	88,93%	Good
3	Availability of tourism/entertainment facilities at the event location	86,73%	Good
4	Visitors feel safe and comfortable during their visit	86,11%	Good
5	Availability of facilities and infrastructure (Parking Lot)	86,47%	Good
6	Availability of facilities and infrastructure (Restaurant)	85,63%	Good
7	Availability of facilities and infrastructure (Information Center)	80,76%	Good
8	Availability of facilities and infrastructure (Toilets)	80,06%	Good
9	Availability of facilities and infrastructure (Trash Cans)	77,35%	Good
10	Availability of facilities and infrastructure (Mushola/Mosque)	79,69%	Good
11	Availability of facilities and infrastructure (Security and Health Post)	81,01%	Good
12	Visitors enjoy/enjoy TIFAF Event activities	89,81%	Good
13	TIFAF Event Activities as a media for tourism promotion	89,85%	Good
14	TIFAF Event Activities as a media for community business promotion	89,70%	Good
15	TIFAF Event Activities as a medium for cultural preservation	91,50%	Good
16	TIFAF Event Activities can improve the community's economy	89,00%	Good
Average		85,99%	Good

## E. CONCLUSION

This study analyzes the traits and travel patterns of TIFAF 2022 visitors in Tenggarong, as well as their perceptions of the event's quality and performance. From a demographic perspective, most of the TIFAF visitors' profiles include young male students within the age range of 17–25 with a relatively low income of less than IDR 500,000. Most visitors are high school graduates with a tendency to attend events in groups. The main means of transportation is motorbikes, and most visitors are non-staying guests. Those who attend these events usually spend less than Rp200,000, with the largest expenditure being on food and beverage components. The travel tendencies show a heavy dependence on social media such as Facebook and Instagram as the main sources of information for the event. The primary reason for attending the event was watching the cultural performances, which the majority of respondents were seeing for the first time.

The respondents tend to remain at the event for around 2–4 hours, which indicates moderate interaction with it. With a satisfaction score of 85.99% which falls into the "good" category visitors' perception of TIFAF is above average. Visitors rated important factors like accessibility to events, cultural value, safety, entertainment, and infrastructure as 'good' or above. The strongest dimension of TIFAF was rated 93.18%, which emits a good score on the cultural tourism role of TIFAF, while the weakest dimension was rated 77.35%, which shows the availability of trash cans indicating poor environmental facility management. These findings imply that TIFAF has effectively captured the target market and provided them with rich culture and overall satisfaction. Some endeavors could be made toward environmental support facilities in sanitation and advertising for better first-time and repeated travel. Enhancing these strategies will be fundamental to sustaining TIFAF's position as a reputable and reliable cultural tourism event in East Kalimantan.

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