

# Analysis of Tourist Attraction and Service Quality on Tourist Satisfaction

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**Abstract** : An attractive tourist attraction and adequate quality of service are one of the factors that provide satisfaction to tourists. This study aims to (1) How is the influence of tourist attraction on tourist satisfaction? (2) How is the influence of service quality on tourist satisfaction? (3) How is the influence of tourist attraction and service quality simultaneously on tourist satisfaction?. The method used in this research is descriptive method and quantitative approach with sampling using random sampling technique consisting of 100 respondents who are tourists who visit Sriminosari Mangrove Forest Ecotourism. The method of data collection is done by using a questionnaire with a Likert scale model, Questionnaires were distributed to Sriminosari Mangrove Forest Ecotourism tourists aged 17-55 years. This study uses descriptive analysis test, multiple linear regression analysis, and hypothesis testing which is processed with the SPSS IMB program. The results show that tourist attraction and service quality together have a significant effect on tourist satisfaction, tourist attraction has a significant effect on satisfaction tourists and service quality have a significant effect on tourist satisfaction.

**Keywords** : Tourist Attraction, Service Quality, Tourist Satisfaction.

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## 1. Introduction

In the recent developments in the world of tourism, it has shown a fairly high development, so that the level of competition to bring in tourists is increasingly difficult. In line with this, it will be a challenge for industries engaged in tourism to pay more attention to visitor satisfaction because the tourism business world is currently faced with tourists who are knowledgeable and demand adequate services. To attract and provide satisfaction to visitors, of course, the manager of a tourist attraction must have adequate facilities to support the needs of tourists when traveling. This is because if the expectations of tourists can be realized according to what they want, it will have a positive impact on the management of a tourist attraction. A tourist attraction will be visited by tourists if the facilities and infrastructure to the tourist attraction itself are adequate, so that all the needs of tourists when traveling can be met. In addition to adequate facilities and infrastructure, a tourist attraction must also have a tourist attraction that can be enjoyed and varied. This will make tourists feel happy and satisfied when visiting these attractions.

Sriminosari mangrove forest is an ecotourism area located in East Lampung Regency, precisely in Sriminosari Village, Labuhan Maringgai District. In this tour, the tourism products offered are very close to nature, such as planting

mangrove plants, camping or just wanting to relax and enjoy the shade of the mangrove forest. In addition to its natural attraction, Sriminosari mangrove forest ecotourism also has other attractions such as local wisdom and culture of the local community, so that it becomes an alternative tourism. It is unfortunate that the local government does not pay attention to the potential of the Sriminosari mangrove forest, so that the Sriminosari mangrove forest ecotourism only has inadequate facilities, such as access to get to the ecotourism location is still difficult to pass, inadequate parking space, service facilities,

The objectives to be achieved in this research are as follows.

1. To determine the effect of tourist attraction on tourist satisfaction in Sriminosari Mangrove Forest Ecotourism, Labuhan Maringgai.
2. To determine the effect of service quality on tourist satisfaction in Sriminosari Mangrove Forest Ecotourism, Labuhan Maringgai.
3. To determine the effect of attractiveness and service quality simultaneously on tourist satisfaction in Sriminosari Mangrove Forest Ecotourism, Labuhan Maringgai.

## **2. Theoretical basis**

### **a. Tourist attraction**

Law No. 10 of 2009 explains that a tourist attraction is anything that has uniqueness, beauty, and value in the form of a diversity of natural wealth, culture, and man-made products that are the target or purpose of tourist visits.

A tourist attraction is something that has an attraction to be seen and enjoyed which is worthy of being sold to the tourist market, Zaenuri (2012). Tourist attractions can be in the form of tourist objects and tourist attractions. A tourist attraction is a static and tangible tourist attraction, Zaenuri (2012). Meanwhile, tourist attractions are tourist attractions that can be seen through shows and require preparation and even sacrifices to enjoy them, Zaenuri (2012). One example of a marketing product is a tourism product, which is a package that is not only about the beauty or exoticism of a tourist place, but in a broader sense. tourism products include attractions, facilities when traveling, and also access to these tourist attractions, Ali (2012). tourist attraction or "tourist attraction",

Then Sugiyono (2004) argues that the success of a tourist place to achieve a tourist area is very dependent on the following:

1. Attractions such as the level of uniqueness, the value of the tourist attraction, the availability of land, and the physical condition of the tourist attraction are easy to reach.
2. Accessibility (accessibility) such as distance from the highway, road conditions and vehicles to tourist objects.
3. Facilities (amenities) such as public facilities (food stalls, toilets), and

supporting facilities (places of worship, electricity, and parking).

#### **b. Service quality**

Quality as a dynamic condition related to products, services, human resources, processes, and the environment that meet or exceed expectations, Tjiptono (2005:110). Meanwhile, according to Kotler (2009: 49), quality is the characteristics and properties of a service product that affect the ability to satisfy stated or implied needs. This definition is consumer-centered, a producer can provide quality if the product or service provided can meet consumer expectations. Hunt in Nasution (2004:40), service quality is the suitability of product use (fitness for use) to meet customer needs and satisfaction.

Service quality can be measured using five dimensions.

The five dimensions according to Parasuraman in Tjiptono (2005), are:

1. Tangibles include physical facilities, equipment, employees and means of communication.
2. Empathy (empathy), including the ease of making relationships, good communication, personal attention and understanding the needs of customers.
3. Reliability, namely the ability to provide the promised service immediately, accurately and satisfactorily.
4. Assurance or assurance, namely the knowledge and courtesy of company employees and the ability to foster consumer confidence in the company.
5. Responsiveness, namely the desire to help consumers and provide the best possible service.

#### **c. Tourist Satisfaction**

According to Kotler (2000; 70), satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance of the product that is thought to the performance or the expected results. If the performance of a product meets or exceeds the expectations of the customer, a sense of satisfaction and satisfaction will be created for the customer. If the product performance is below expectations, then a customer will feel dissatisfied. Customer satisfaction is one of the performance measures of non-financial organizations that have a very significant contribution to the success of business organization goals, Basiya and Rozak (2012).

Giese and Cote (2000), the definition of customer satisfaction is that first, consumer satisfaction is an emotional and cognitive response, the second response is more focused on expectations, products, consumption, and experience, the third response occurs after consumption, after selection and is based on accumulated experience. Lupiyoadi (2001) mentions five main factors that need to be considered in relation to customer satisfaction, namely product

quality, service quality, emotional, price, and cost.

#### d. Previous Research

Based on the above review, the framework of this research is as follows :

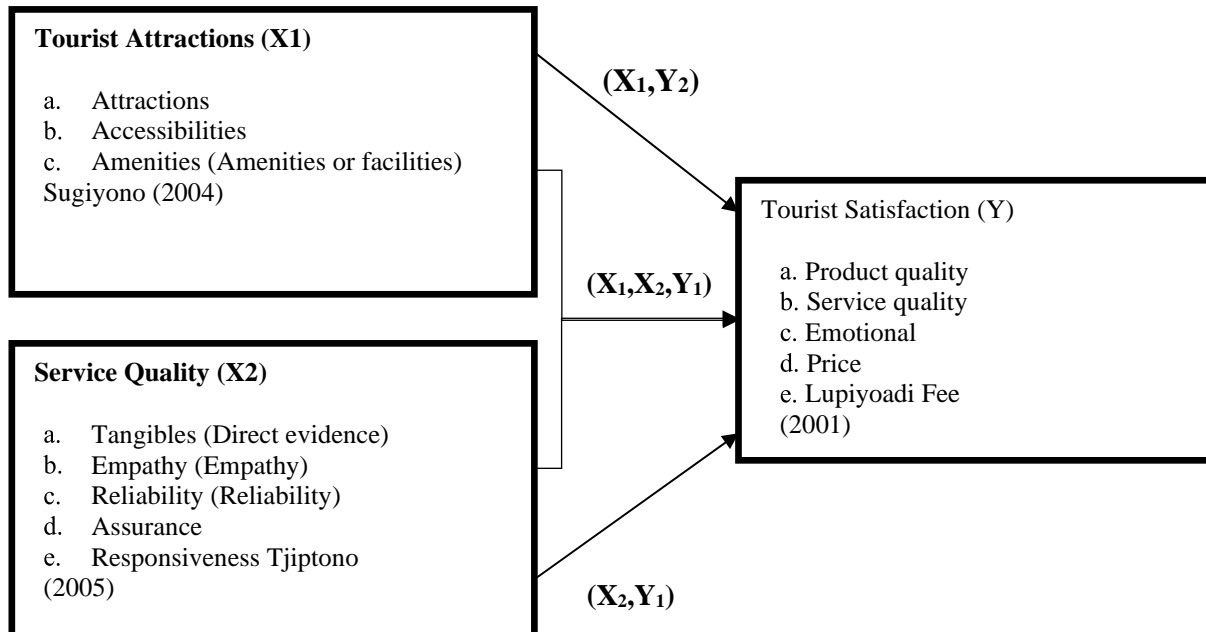


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### 3. Research Methodology

#### a. Types of research

This type of research is descriptive with a quantitative approach. Descriptive method is a problem solving process that is investigated, by describing or describing the current state of the object of research, based on facts that appear as they are. Research with this method focuses attention and discovery of facts as they actually are.

#### b. Population and Sample

##### 1. Population

Population is a set of individuals or objects whose number is limited or unlimited, Pabundu (2005:24). Based on this opinion, the population in this study are all tourists who come to Sriminosari Mangrove Forest Ecotourism, Labuhan Maringgai District, East Lampung Regency. In this study, the research population was 5,952 visitors to Sriminosari Mangrove Forest Ecotourism.

##### 2. Sample

The sample is part of the number and characteristics possessed by the population, Sugiyono (2004). The sample is a subset of the population or consists of several members of the population, Ferdinand (2006). In this study using the Slovin theory to determine the number of samples, From these calculations, obtained 98 respondents, where it is known that the total number of tourists visiting Sriminosari Mangrove Forest Ecotourism in 2019 was 5,952 people. By following these calculations. Then the number of samples to be taken in this study was rounded to 100 respondents.

#### c. Analysis Method

##### 1. Descriptive Analysis

Descriptive statistics are statistics used to analyze data by describing or describing the data that has been collected as it is without the intention of making conclusions that apply to the public or generalizations, Sugiyono (2013).

##### 2. Linear Regression Analysis

Sugiyono (2012:277) reveals that multiple linear regression analysis is used by researchers if the researcher intends to predict how the condition (up and down) of the dependent variable (criteria), if two or more independent variables as predictor factors are manipulated (increase in value). This study was used to determine the relationship between the independent variables (tourist attraction and service quality) to the dependent variable (visitor satisfaction) in the regression model of the study.

#### d. Hypothesis testing

##### 1. Partial Test (T Test)

Partial testing is used for analysis or hypothesis testing if the researcher intends to know the effect or relationship of the independent variable with the dependent, where

one of the independent variables is controlled.

## 2. Simultaneous Test (F Test)

The F test was carried out to see simultaneously (together) whether there was an influence from the independent variables (tourist attraction and service facilities). This test is done by comparing the calculated F with the F table. If  $F_{count} > F_{table}$  then  $H_0$  is rejected, If  $F_{count}$

$< F_{table}$  then  $H_a$  is accepted, which means that the independent variables together affect the dependent variable.

## 3. Coefficient of Determination Test ( $R^2$ )

The coefficient of determination ( $R^2$ ) essentially measures how far the model's ability to explain the variation of the independent variables. The value of the coefficient of determination is between zero and one. The small value of  $R^2$  means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2001).

# 4. Results and Discussion

## a. Descriptive Analysis

Descriptive analysis was obtained based on the tabulation of the answers to the questionnaire contained in the appendix. The descriptive statistics in this study are as follows:

### 1. Tourist attraction

**Table 1**  
**Statistical Table of Tourist Attraction Variables**

No	Tourist Attraction Variables	STS (1)	TS (2)	CS (3)	S(4)	SS (5)	Total Score	Average
1	The condition of Sriminosari Mangrove Forest Ecotourism has been well maintained and packaged so that it can satisfy the visiting tourists	3	8	17	50	22	380	3.8
2	Sriminosari Mangrove Forest Ecotourism has a good arrangement of facilities and infrastructure	2	6	28	47	17	371	3.71
3	Forest Ecotourism Distance Sriminosari Mangrove is not so far from the highway	3	8	17	50	22	380	3.8
4	The condition of the road to the Mangrove Forest tourism object This Sriminosari is in good condition	2	8	16	50	24	386	3.86

5	There are public facilities such as food stalls, huts, and toilets	2	8	17	50	23	384	3.84
6	There are supporting facilities such as places of worship, lodging, and accommodation spacious parking lot	0	6	27	48	19	380	3.84

Source: processed data (2020)

From the table above, it can be concluded that tourist attraction has an average of above 3.00 which can be concluded that Sriminosari Mangrove Forest Ecotourism has a good attraction.

## 2. Service quality

**Table 2**  
**Table of Service Quality Variable Statistics**

No	Service Quality Variables	STS (1)	TS (2)	CS (3)	S(4)	SS (5)	Total Score	Average
1	Infrastructure facilities such as equipment and tourist facilities are in good condition and worth using	5	6	20	42	27	380	3.8
2	Tourism managers provide understanding and tolerance for tourists when there is a problem	0	10	22	58	10	368	3.68
3	Tourism services are in accordance with what tourists expect	4	14	27	42	13	346	3.46
4	The tour manager responds directly fast and precise to the needs of tourists	5	6	19	43	27	381	3.81
5	Employees provide service politely to tourists	0	10	22	58	10	368	3.68
6	Employees are willing to help and provide information related to the needs of tourists	5	5	18	43	29	386	3.86

Source: processed data (2020)

Based on the table above, it can be concluded that the quality of service has an average of above 3.00. This shows that the quality of service at the level of excellence to meet the wishes of Sriminosari Mangrove Forest tourists, efforts to meet the needs of Sriminosari Mangrove Forest tourists balance expectations, the quality of service to tourists from a tourist attraction is very important in the context of tourist satisfaction, quality service during the trip triggers the desire to prolong the visit. tour.

### 3. Tourist Satisfaction

Table 3

**Tourist Satisfaction Variable Statistics Table**

No	Tourist Satisfaction Variable	STS (1)	TS (2)	CS (3)	S(4)	SS (5)	Total Score	Average
1	I am satisfied with all the infrastructure offered in the Sriminosari Mangrove Forest tour	3	8	16	51	22	381	3.81
2	I am satisfied with the ticket price appropriate with service and infrastructure which exists	1	5	30	49	15	372	3.72
3	I am satisfied with the services provided in the Mangrove Forest tour Sriminosari	3	7	18	50	22	381	3.81
4	I feel happy to be visit to ecotourism sriminosari mangrove forest	2	7	15	51	25	390	3.9
5	The entry ticket price is relatively cheap at Rp. 5000,- per person makes this tour a must-visit	2	8	16	51	23	385	3.85
6	There are no additional costs such as renting a hut and taking pictures at every spot you like available	0	5	27	51	17	380	3.8

Source: processed data (2020)

Based on the table above, it can be concluded that tourist satisfaction has an average of above 3.00. This shows that the quality of tourism products is related to the satisfaction of visiting tourists, the better the quality of existing tourism products, the more satisfaction of visiting tourists, the quality of service to tourists is very important in the context of tourist satisfaction, tourist satisfaction can be seen from the level of tourist acceptance in the area. get.

#### b. Multiple Linear Regression Analysis

Table 4

Table of regression coefficients of tourist attraction and service quality on tourist satisfaction

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	15,870	2,877		5.516	0.000
	X1	0.137	0.098	0.142	1,403	0.164
	X2	0.174	0.104	0.169	1,672	0.098



Based on the results of the multiple linear regression equation, each variable explains that:

1. Constant (a) = 15,870. In the equation above, the constant value is obtained at 15,870 (positive) which means that if the score on tourist attraction (X1) and service quality (X2) is equal to zero, then tourist satisfaction (Y) is equal to 15,870.
2. Regression coefficient of tourist attraction (b1) = 0.137. The positive regression coefficient means that if the tourist attraction (X1) increases, the tourist satisfaction of the Sriminosari Mangrove Forest (Y) will increase or vice versa, assuming the other variables are constant.
3. Service quality regression coefficient (b2) = 0.174. The regression coefficient is positive (unidirectional) meaning that if the service quality (X2) increases, the tourist satisfaction of Sriminosari Mangrove Forest (Y) will increase and vice versa. Assuming the other independent variables are constant.

### c. Hypothesis Testing Results

#### a. Partial Test (t Test)

**Table 5**  
**Partial Hypothesis Test (t test)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	15,870	2,877		5.516	0.000
	X1	0.137	0.098	0.142	1,403	0.164
	X2	0.174	0.104	0.169	1,672	0.098

1. Testing the first hypothesis (H1), it is known that the value of Sig. For the effect of X1 on Y is 0.000 < 0.05 and the t value is 5.516 > t table 1.66 so it can be concluded that H1 is accepted, which means there is an effect of X1 on Y. This means that the tourist attraction variable significantly affects tourist satisfaction.
2. Testing the second hypothesis (H2), it is known that the value of Sig. For the effect of X2 on Y is 0.000 < 0.05 and the value of t count is 1.403 > t table 1.66, so it can be concluded that H2 is accepted which means there is an effect of X2 on Y. This means that the service quality variable significantly affects tourist satisfaction.

## b. Simultaneous Test (F Test)

**Table 4.3**  
**Simultaneous hypothesis test (f test)**

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.693	2	57,847	3.053	.052 <sup>a</sup>
	Residual	1838,097	97	18,949		
	Total	1953,790	99			

a. Predictors: (Constant), Service Quality (X2), Tourist Attraction (X1)

b. Dependent Variable: Tourist Satisfaction (Y)

Third Hypothesis Testing (H3). Based on the output above, it is known that the significant value for

the effect of X1 and X2 simultaneously on Y is  $0.000 < 0.05$  and f count is  $3.053 > f$  table  $3.09$ , so it can be concluded that H3 is accepted which means that there is an effect of X1 and X2 simultaneously on Y. This means that simultaneously the tourist attraction variable and the service quality variable significantly affect tourist satisfaction.

## c. Coefficient of Determination Test (R2)

**Table 4**  
**Coefficient of determination table (R2)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.243 <sup>a</sup>	0.059	0.040	4.353

a. Predictors: (Constant), Service Quality (X2), Tourist Attraction (X1)

Based on the output above, it is known that the R Square value is  $0.059$ , this means that the influence of the X1 and X2 variables simultaneously on the Y variable is  $5.9\%$ . This means that simultaneously the tourist attraction variable and the service quality variable have a large enough effect on tourist satisfaction.

## 5. Conclusions and Suggestions

### a. Conclusion

1. The results of multiple linear regression analysis showed that the tourist attraction variable had a significant positive effect on tourist satisfaction in the Sriminosari Mangrove Forest. This can be interpreted, if tourist attraction increases, then tourist satisfaction will increase, so that the number of tourist visits increases.
2. The results of multiple linear regression analysis showed that the service quality variable had a significant positive effect on tourist satisfaction in the Sriminosari Mangrove Forest. This can be interpreted, if the quality of service increases, then tourist satisfaction will increase, so that the number of tourist visits increases.
3. The results of multiple linear regression analysis showed that the tourist attraction variable and the service quality variable simultaneously had a significant positive

effect on tourist satisfaction of the Sriminosari Mangrove Forest. This can be interpreted, if tourist attraction and service quality increase, then tourist satisfaction will increase, so that the number of tourist visits increases.

**b. Suggestion**

1. It is recommended that the manager of the tourist attraction needs to improve the maintenance of the tourist attraction such as the cleanliness of the tourist attraction, facilities and infrastructure, as well as access roads to tourist attractions. To improve this, tourism object managers need to cooperate with local or regional governments related to funding for the maintenance of tourism objects.
2. It is recommended that tourism object managers need to improve the quality of services such as providing a large parking area for public transportation, providing huts for the convenience of visiting tourists, installing security cameras for the safety of visiting tourists, conducting training for employees about politeness and hospitality in serving. traveler.
3. The manager of a tourist attraction should need to improve infrastructure and service quality because the influence is large enough to attract tourists to visit. To improve this, it can be done by means of tourist attraction managers must be more innovative to manage existing infrastructure in order to attract the attention of tourists and provide regular training to make employees motivated and provide rewards as appreciation for their work well.

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