



The influence of the quality of services and facilities on the satisfaction of domestic tourists at Plumeria Ecopark Muara Enim Regency

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ABSTRACT

Plumeria Ecopark is an educational tourist spot that is perfect for families. A spacious place that provides playgrounds for children with the theme of local wisdom. This study aims to see whether the quality of services and facilities provided by Plumeria Ecopark have provided satisfaction to tourists. The method used in this research is quantitative by distributing questionnaires to 100 visiting local tourists. The method used in this study is quantitative where the results of the answers are measured by the Likert scale. With the help of SPSS in terms of data processing, this study obtained the results that service quality did not affect visitor satisfaction with the results of service quality (X1) as much as 1.090 less than t table 1.984 ($1.090 < 1.984$) or the sig.t value for the facility variable was 0.278 greater of 0.05 ($0.278 < 0.05$). While facilities have an effect on tourist satisfaction with the results of facilities (X2) as much as 4.667 greater than t table 1.984 ($4.667 > 1.984$), or the sig.t value for the service quality variable is 0.000 less than 0.05 ($0.000 < 0.05$). Simultaneously the quality of services and facilities affect tourist satisfaction. The more improved the quality of services and facilities, the more satisfied tourists will be.

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1. INTRODUCTION

Indonesia is a country that has many attractive tourism locations. South Sumatra is an area that has many interesting tourist attractions. The number of tourists visiting South Sumatra is also very large. Based on data from the Central Statistics Agency, the results showed a drastic increase in 2019, but due to the pandemic in 2020 it experienced a drastic decrease. In 2021 it will increase little by little towards 2022. This must be paid more attention to so that tourism in Palembang will increase again like in 2019. Tourism in South Sumatra is very numerous and varied, one of which is Plumeria Eco Park in Muara Enim which is officially open to the public year 2022. Even though it has only been running for a year, this tourist spot does not only sell nature, but educational value is also offered in this natural tour. There are five educational rides, namely Koi Fish rides, Mini Zoo, Camping Ground, and Swimming Pool rides, and horse rides. In the future, Plumeria Ecopark will also present UMKM

Gallery, media center, as well as cafes and restaurants which will involve many creative economy actors in Muara Enim, which are currently in the process of being finalized. The location of the location which is far from the city center requires visitors to use private vehicles. The road to the location is not entirely asphalted. Along the way we can see rows of trees. Tourist Destinations in Plumeria Eco Park is the right place for family tourism. Research conducted by Wahyu and Nuryasi obtained the result that the quality of services and facilities partially and simultaneously affected visitor satisfaction at New Balekambang Park.(Indriastuti & Nuryasri, 2022) Research conducted by Pegy and Tanto also obtained the result that facilities and service quality affect tourist satisfaction in Lowo Cave, Watulimo District, Trenggalek Regency(Alana & Putro, 2020). Likewise, the research conducted by Sintya and Yulianthini also obtained partial and significant results on the facilities and service quality affecting Domestic Customer Satisfaction at the Tirtagangga Water Park Tourism Object.(Jayanti & Yulianthini, 2022). However, it is different from the research conducted by Irsyadil and friends. Where facilities have a partial effect on visitor satisfaction and service quality has no effect on customer satisfaction Visitors to the Muaro Kalaban waterboom tour in Sawahlunto city(Yulifiona, 2022). Another study conducted by Jane Jovita Halim found that facilities had no effect on visitor satisfaction at Camp Cobes.(Halim, 2023). In Afifah and friends' research, the result was that service quality did not significantly influence visitor satisfaction at the Puncak Mas Lampung tourist attraction(Berliana et al., 2022)research conducted by Lena and friends obtained results showing that Service Quality has a negative and insignificant effect on Customer Satisfaction,(Lena et al., 2021).

One aspect of the tourism product is the Aspect of tourist location facilities. Aspects of tourist location facilities are the choice of places to stay and the choice of places to eat and drink.(Sulaeman, 2022). If tourist facilities can provide maximum satisfaction to visitors, it will be a good basis for them to make return visits in the future and their willingness to tell positive things to others in other words creating loyalty. (Ridwan & Sukriadi, 2022), Facilities are the provision of physical equipment to provide convenience to guests in carrying out their activities or activities(Rutjuhan & Ismunandar, 2020) Facilities indicators consist of hotels, restaurants, hotels, postal, facsimile, security facilities, guides, bank services, money exchange, tour operators, travel agents and souvenir shops.(Sudarwan et al., 2021)

Service quality, satisfaction with service quality is usually difficult to imitate. Service quality is a driver that has many dimensions, which means service quality is the goal of achieving it in an effort to answer all consumer needs. Services provided by service providers to customers intend to win the hearts of visitors so they are willing to buy the service products offered.(Yanny & Sianturi, 2022). Service quality can be measured through (five) indicators, including: physical evidence, reliability; responsiveness; guarantee; and empathy.(Maulidiah et al., 2023). According to Supranto in Arif's research, service quality is an achievement that must be achieved where the action is invisible and can disappear. (Fakhrudin, 2021)

The definition of satisfaction according to Kotler is a feeling of pleasure or disappointment that arises after comparing the product performance (result) that is thought of against the expected performance (or result). (Octafian & Palupiningtyas, 2019)The factors that influence customer satisfaction, are Quality of service or services, product quality, price, situational factors, personal factors from consumers(Erianto, 2020)Consumer satisfaction will be achieved if the industry can provide facilities to increase the value of a service. Facilities are one of the measuring indexes regarding whether the quality of a tourist destination is good or not, where the purpose of the facility is for tourists to enjoy it(Kurniawan, Johannes., 2022). Tourist satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the outcome of a product and his expectations. (Fanggidae & R. Bere, 2020)

Gamal in Aldilla and Naili's research that tourism is a process of a person going to a place outside his residence and is temporary, supported by several motives such as health, economic, social, religious, cultural or other interests.(Septianing & Farida, 2021). Domestic or domestic tourists are citizens of a country traveling within the borders of their own country without crossing their country's borders. Domestic tourists are tourists who travel within their own country. Domestic tourists can also be interpreted as a citizen of a country who travels within the boundaries of their own country without crossing their country's borders (Saksana & Thio, 2019)

Indonesia itself has 3 types of attractiveness groups, including natural tourist attractions, cultural tourist attractions, and artificial tourist attractions, which are widely spread throughout Indonesia. (Batubara & Fitri, 2023). The intended tourism development refers to the 4A tourism components namely accessibility, attractions, ancillary, and amenities. (Dinda Gita Dewi & Idajati, 2022)

2. RESEARCH METHOD

This study used a quantitative research type method using a questionnaire with a Likert scale as a tool for collecting data. The number of questionnaire data is 100 local tourists. Data processing with the help of SPSS. The tests carried out in this study were reliability tests, classic assumption tests, including normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression tests, coefficient of determination tests, partial tests and simultaneous tests.

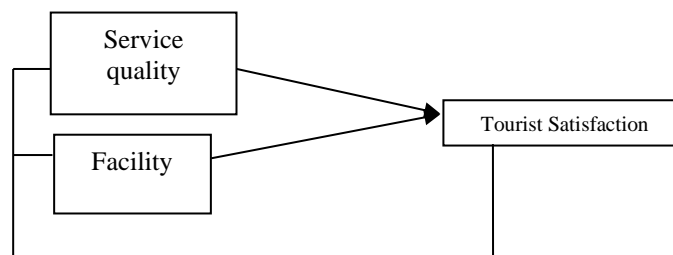


Figure 1. Conceptual Framework

3. RESULTS AND DISCUSSIONS

Results

1. Reliability Test

The reliability test determines the amount of variability that occurs due to measurement errors and how much variability the actual test scores have, because a valid and reliable instrument will produce valid and reliable data as well and will certainly result in conclusions that are in accordance with the actual situation.

Table 1. Reliability Test Results

Variable	Cronbach Alpha	N of items	Information
Service quality	0.780	6	reliable
Facility	0.913	6	reliable
Tourist satisfaction	0.897	6	reliable

In table 1, it can be seen that the variable service quality, facilities and tourist satisfaction has a Cronbach alpha above 0.6, which means that the instrument is valid and reliable according to actual conditions.

2. Test Normality

A test conducted with the aim of assessing the distribution of data in a group of data or variables, whether the distribution of the data is normally distributed or not.

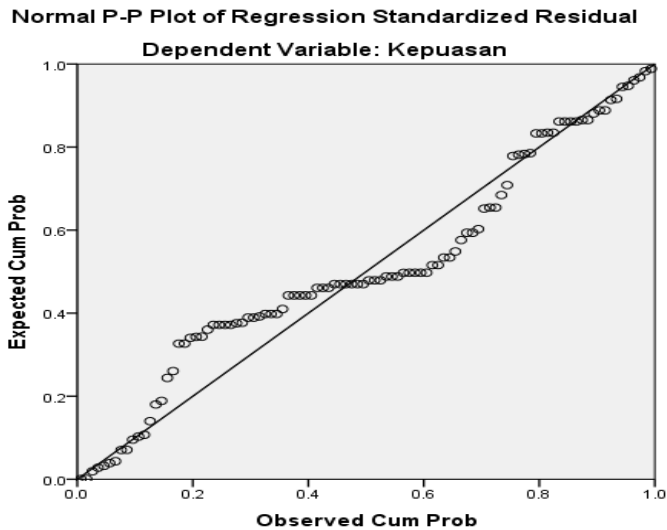


Figure 2. Normality Test

In the Normality Test image, you can see the P-Plot display where the points always approach and follow the diagonal line. Then the regression model meets the assumption of normality

3. Multicollinearity Test

The multicollinearity test aims to test whether there is a high or perfect correlation between the independent variables or not in the regression model.

Table 2. Value of Tolerance and Variance Inflation Factor

Variable	tolerance	VIF
Service quality	0.984	1016
Facility	0.984	1016

From the multicollinearity test table it can be seen that the Tolerance value of the Facility and Service Quality variables is $0.984 > 0.10$, meaning that multicollinearity does not occur. While the VIF value for location and service variables is $1.016 < 10$, multicollinearity does not occur

4. Heteroscedasticity Test

The purpose of the Heteroscedasticity test is to test whether in the regression model there is an inequality of variance from the residuals of one observation to another.

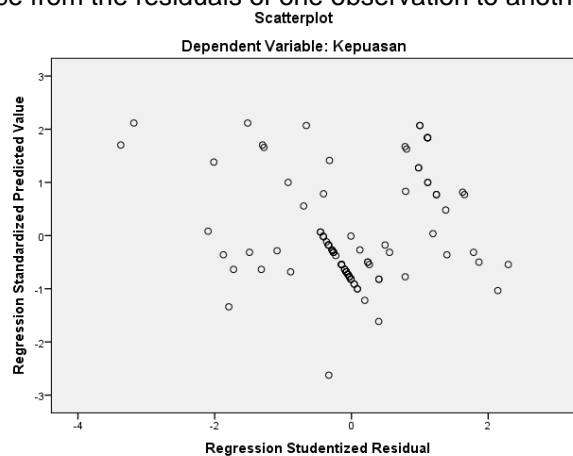


Figure 3. Heteroscedasticity Test

In the Scatter graph above, it is clear that no particular pattern is formed because the points spread irregularly above and below the 0 axis on the Y axis. So it can be concluded that there are no symptoms of heteroscedasticity.

5. Multiple Linear Regression Test

This multiple linear regression test is a test that has the objective of testing the effect of two or more variables which consist of an independent variable on one dependent variable.

Table 3. Multiple Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	std. Error	Beta			tolerance	VIF
	(Constant)	11,367	2,765				4,110
1 Service quality	0.057	0.052	0.100	1,090	0.278	0.984	1.016
Facility	0.492	0.105	0.427	4,667	0.000	0.984	1.016

. Dependent Variable: Traveler_satisfaction

Based on the results contained in the table above, a multiple linear regression equation can be formed, namely: $Y = 11.367 + 0.057X_1 + 0.492X_2$ where: Y = Visitor Satisfaction X1 = Service Quality and X2 = Facilities

6. Test the Coefficient of Determination (R²)

Table 4 Determination Coefficient Test

Model	R	R Square	Adjust R Square	Adjust R Square
1	0.450 ^a	0,203	0.186	2,478

a. Predictors: (Constant), Quality of Service_facilities

b. Dependent Variable: Satisfaction_Tourists

The results from the test table for the coefficient of determination R Square is 0.203 (20.3%), thus it can be said that service quality and facilities are able to explain 20.3% of tourist satisfaction, while the rest (79.7%) is influenced by other variables outside of research, such as price, performance, promotion, brand image, etc

7. Partial Test (t)

Test Partial aims to determine the partial effect between the independent and dependent variables by looking at the t value at the 5% significance level.

In the Multiple Linear Regression Test table we can get the results

1. The t value for the variable Quality of service (X1) is 1.090 which is smaller than the t table 1.984 ($1.090 < 1.984$) or the sig.t value for the facility variable is 0.278 which is greater than 0.05 ($0.278 > 0.05$). meaning that service quality has no significant effect on tourist satisfaction
2. The calculated t value for the facility variable (X2) is 4.667 greater than t table 1.984 ($4.667 > 1.984$), or the sig.t value for the service quality variable is 0.000 less than 0.05 ($0.000 < 0.05$) meaning that facilities affect tourist satisfaction

8. Simultaneous Test (F test)

The simultaneous test aims to determine whether or not the independent variables significantly influence the dependent variable simultaneously. From table 5 the results are obtained

Table 5. Simultaneous Test

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	151,397	2	75,698	12,330	0.000 ^b
residual	595,513	97	6,139		
Total	746,910	99			

a. Dependent Variable: tourist_satisfaction

b. Predictors: (Constant), Service Quality, Facilities

From the table above it can be seen that the simultaneous test can be seen that F count = 12.330 with a significance level of 0.000. When compared with the F table at the 5% confidence level ($\alpha = 0.05$) is 3.09 then F count > F table (12.330 > 3.09). Because Fcount > F table, it can be said that the independent variables consisting of service quality and facilities simultaneously have a significant effect on the dependent variable, namely tourist satisfaction. Together the dependent variable tourist satisfaction can influence the independent variable (quality of service and facilities) significantly.

Discussion

In this study, partial results obtained that the service quality variable did not affect tourist satisfaction. This is in contrast to the research conducted by Wahyu, Pegy, and Sintya. However, this research is in line with the research of Irsyadil, Lena and Afifah where the service quality variable has no effect on tourist satisfaction. In the facility variable, partially this study influences tourist satisfaction. Where this research is in line with research conducted by Wahyu, Pegy, Irsyadil and Sintya. However, it is different from the opinion in the research conducted by Jovita. Simultaneously the variables of service quality and facilities affect tourist satisfaction. In line with previous research.

4. CONCLUSION

This research examines partially and simultaneously the quality of service and facilities that influence the satisfaction of Plumeria Ecopark tourists. From the results of the discussion, it is obtained that the research implications partially that the service quality variable does not partially affect the satisfaction of domestic tourists. However, the facility variable has an effect on the satisfaction of domestic tourists. Even though the road to the location is not entirely comfortable, because it is still at the stage of building a dam which is still relatively new, this has not dampened consumer satisfaction with the facilities provided at the location. Simultaneously the quality of service and rides facilities provided affect consumer satisfaction,

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