



Strategy the Quality Improvement Services Tourism of Cileutuh Geopark as a World Destination

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Abstract

The success in managing the Geopark Cileutuh Sukabumi tour by providing quality services and facilities that can be determined by developing these tourist destinations. Purpose Want to know tourist satisfaction factors and analysis of the most dominant factors in influencing tourist satisfaction Geopark Cileutuh Sukabumi. The population is the guests who stay at the Geopark Cileutuh Sukabumi. Samples were taken as many as 100 tourist respondents using the Non-Probability Sampling technique. The research method used was the Accidental sampling approach, namely the technique of determining the sample based on chance, that is, who happened to meet the researcher can be sampled if deemed suitable. Based on statistical data analysis, the indicators in this study are valid and the variables are reliable. Conclusion on testing the classical assumptions, multicollinearity-free regression model, heteroscedasticity does not occur, and is normally distributed. The order of each individual variable with the most influence is regression coefficient variable 0.316, regression coefficient 0.271, regression coefficient responsiveness 0.201, and regression coefficient reliability of 0.197 while the variable that has the greatest influence, low with a regression coefficient of 0.165. So from these results, the Cileutuh Sukabumi Geopark needs to maintain in terms of service on several components that are considered by tourists to be good and need to fix and improve things that are still lacking in the element of service.

Keywords: Strategy; Service quality; Service tourism; Destinations.

1. Introduction

The level of technological advancement which results in intense competition to obtain and retain local and foreign tourists (Firda *et al.*, 2018). The increasing lifestyle, lifestyle and consumption of tourists demands that tourism managers be able to provide the best service. Improving the quality of services in the field of facilities and infrastructure is a must for managers in order to be able to survive and develop services, to continue to gain the trust of tourists. The success of the manager in providing quality services can be determined by the satisfaction of tourists in the quality of service that has been developed.

There is still a difference in service quality improvement between tourists' expectations and tourists' reality regarding the service they receive (Kurniasari and Hadi, 2012). Improvements in service quality can be identified by case studies between tourists' perceptions of actual services and the actual service treatment they expect. Improving service quality is the main thing that needs to be considered thoroughly by managers, which involves all resources owned as managers. Action to satisfy both local and foreign tourists is to provide good quality service to these tourists. The quality of these services can be seen in several ways that can give tourists satisfaction. The number of tourist values consisting of service value, service value, personal value, image value and cost value. Tour which consists of operational costs, time costs, labor costs and management costs.

Managers must plan tourism services more thoroughly and accurately in terms of service quality. Because it is very important that tourist satisfaction is an important and vital aspect in order to survive and thrive in business and to win the competition (Nyoman and Yuda, 2014). Service quality is centered on fulfilling tourists' desires as well as accuracy and clarity in the delivery of superior programs and products to meet tourist expectations. Service quality is an advantage that is expected to fulfill the desires of tourists. If the quality of service received is as expected, the quality of service will be perceived as good and satisfying (Saputra, 2012). If the quality of service received exceeds the expectations of tourists, the quality of service is considered ideal. However, if the service received is lower than expected, the service quality is considered bad. Adapu the concept of service quality is responsiveness as a reality of services provided by the manager. Improving service quality must start with the wants and needs of tourists which

will become the perception of tourists. Because good service quality is not based on the perception of tourists themselves.

Service quality refers to the assessment and perception of tourists as tourism service providers as managers are demanded of excellent service quality, because tourists want quality services so that they can enjoy the comfort of the quality of their services (Puger, 2014). Formulating superior strategies and programs must be supported by service quality. Managers must be oriented towards tourist satisfaction which must pay attention to service quality which consists of several dimensions of service quality as follows:

- a. Reliability, managerial ability to provide excellent service quality for tourist satisfaction as customers
- b. Responsiveness, willingness to provide fast and precise service quality to tourists
- c. Assurance, namely the knowledge and ability of managers to foster the trust of tourists
- d. Empathy, giving genuine and honest attention by trying to understand what tourists want (Zaenuri, 2012).

2. Quality Technique

Components related to the quality of service desired by tourists are divided into several parts, namely:

- a. Search quality, which travelers can rate before buying, such as prices, items and places.
- b. Experience quality, the quality that tourists can assess and evaluate after purchasing and consuming services and products in terms of timeliness, service speed, and results.
- c. Image quality, something that is difficult to evaluate by tourists, even though they have consumed a service

2.1. Quality Functional

Components related to service quality in the delivery of information (Yeni *et al.*, 2013).

2.2. Company Image

Oriented to the benefits, reputation, general image, and charismatic attractiveness of a manager.

Services in a performance as an action that is not visible to other parties, quality of service as an activity provided by one party to another (Gede *et al.*, 2014). Intangible activities that do not result in anything, of which there are four service characteristics including:

- a. Intangibility of services that cannot be seen, but can be felt, and heard
- b. Service unity cannot be separated from service users and service buyers, as a structured service and can be purchased by tourists if needed
- c. Service variability is highly dependent on who provides it and when the service is provided.
- d. Destruction of services cannot last long, because they cannot be stored or reused.

The non-durable nature of the service does not matter if the demand is fixed and regular, because the previous service can be arranged in advance, if the demand fluctuates then the service request will be faced with various difficult problems (Meiwany and Juita, 2018). It will be more difficult than controlling a physical product.

The interaction between tourists and waiters is very important in making products (Heri *et al.*, 2011). Based on the classification of the World Trade Organization (WTO). The scope of the service business classification includes: satisfaction which is the level of a person's feelings, comparing the performance and results he feels according to his expectations. The satisfaction or dissatisfaction of tourists with the perceived disconfirmation between the expectations and the performance of the services perceived by users is an emotional response in evaluating the experience of consuming product services.

Tourist satisfaction is where the alternatives chosen match the expectations or exceed the expectations of tourists, while dissatisfaction arises when the results do not match and do not meet expectations (Muljadi and Warman, 2014).

Tourist satisfaction as a perception of service quality, product quality, price and personal factors. Tourist satisfaction and mismatch between importance and actual performance. Physical form is a tourist need that focuses on building facilities, rooms, parking lots, cleanliness and comfort, equipment, communication facilities and employee appearance (Defid, 2013). The dimensions are: (a). Modern equipment (b). Attractive facilities.

Managerial ability to provide services according to what is planned, accurately and ideally. Fulfillment of service quality that reflects credibility in tourism management. Reliability in fulfilling promises in fast, accurate and satisfying services, which must be considered in dimensions that include:

- a. Providing services in accordance with expected
- b. Accountability in handling tourists
- c. Providing good quality service to tourists
- d. Provide quality service on time
- e. Provide clear information to tourists.

The perception of tourists about reliability is poor, so that tourist satisfaction will also be lower (Hilda and Supeno, 2014). Research that has been done shows that the variables of compliance, assurance, physical evidence, reliability, responsiveness and empathy have a positive and significant effect on tourist satisfaction.

3. Method

Research with a quantitative approach, in the process of finding data in the form of numbers, to be analyzed which you want to know in this study (Sugiyono, 2012) Qualitative Research Methodology for Geopark Cileutuh Sukabumi Tourism as a subject.

3.1. Research Assumptions

Research based on the assumptions as follows:

- a. The reality that is the target of the Cilouch Geopark tourism research is single dimension, fragmental, and fixed so that it can be predicted.
- b. Variables can be identified and measured by standard methods (Creswell, 2010).

3.2. Research Characteristics

The characteristics in research on the Cil touch geopark tour are as follows

- a. Using deductive, rational, empirical thinking patterns that understand phenomena and phenomena by using general concepts in explaining specific symptoms and phenomena.
- b. The logic of thinking is positivistic logic and avoids subjective things.
- c. The research process follows the planned procedure.
- d. The purpose of this study is to construct numeric numbers that work on norms.
- e. Subjects studied, data collection and data sources and data collection tools used.
- f. Data collection is objective and standardized measurement data.
- g. Use numerical calculations and quantitative data.
- h. The researcher is separately from the object of research, not involved with the research subject.
- i. Data analysis will be carried out after the data is complete.
- j. Data analysis, which is understood in statistical techniques.
- k. Research results in general and predictions, which are not bound by the context of time and situation.

3.3. Research Procedure

The implementation of research is based on a planned procedure which consists of the following activity stages. (Sugiyono, 2015).

- a. Identification of the problem of the subject under study
- b. Study of literature.
- c. Development of thinking frameworks and concepts
- d. Identification of variables, hypotheses, and research questions.
- e. Research design development.
- f. Sampling technique.
- g. Collecting quantitative databases.
- h. Analysis of data descriptions.

4. Results and Discussion

4.1. Result

To test the significance of the regression model for each variable partially it can be obtained by using the t test. The following will explain the partial testing of each variable: (Pradikta, 2013)

- a. The Variable Physical Evidence test results obtained t-value for variables on physical appearance (tangible) with a total value of $t = 0.430$, which has a significance value of $0.001 < 0.05$. With a significance value below 0.05, it shows that physical evidence (tangible) has a significant effect on satisfaction. This means that Hypothesis 1 is accepted. The direction of the positive regression coefficient means that physical evidence has a significant positive effect on tourist satisfaction. The better the physical evidence in the manager, the higher the tourist satisfaction, on the contrary, the better the physical evidence in the manager, the lower the tourist satisfaction.
- b. The Reliability variable test results obtained by the t-value for the reliability variable which shows the value of $t = 0.231$ with a significance value of $0.023 < 0.05$. With a significance value below 0.05, it shows that reliability has a significant effect on tourist satisfaction (Suryadana and Octavia, 2015). So Hypothesis 2 is accepted positive regression coefficient, so reliability has a significant positive effect on tourist satisfaction. The higher the reliability of the quality of services provided to visitors, the higher the tourist satisfaction, if the low quality of service and reliability provided, the tourist satisfaction will also be lower.
- c. The variable of responsiveness test results obtained the t-value for the responsiveness variable which shows the value of $t = 0.268$ with a significance value of $0.008 < 0.05$. With a significance value below 0.05, it shows that responsiveness has a significant effect on tourist satisfaction (Adipurnowidagdo, 2014). With hypothesis 3 accepted, the positive regression coefficient means that responsiveness has a significant positive effect on tourist satisfaction. The higher the manager's responsiveness, the higher the tourist satisfaction, on the other hand, the lower the manager's responsiveness, the lower the tourist satisfaction.
- d. The Variable Assurance test results obtained t-value for the assurance variable shows the value of $t = 0.395$ with a significance value of $0.000 < 0.05$. With a significance value below 0.05, it indicates that security has a significant effect on tourist satisfaction. Then hypothesis 4 is accepted (Afghoni, 2017). If the regression coefficient is positive, it means that the guarantee has a significant positive effect on tourist satisfaction. The greater the guarantee provided by the manager, the higher the tourist satisfaction, conversely, if the lower the guarantee provided by the manager, the lower the tourist satisfaction.

- e. The variable Concern test results obtained by the t-value for the caring variable showed the value of $t = 0.214$ with a significance value of $0.039 < 0.05$ (Korsi *et al.*, 2014). With a significance value below 0.05, it indicates that 0.89 caring has a significant effect on tourist satisfaction. Then hypothesis 5 is accepted.

The regression coefficient is positive, which means the empathy variable has a significant positive effect on tourist satisfaction (Putu and Gusti, 2014). The greater the attention given by the manager to the tourists, the higher the tourist satisfaction, on the contrary, if the lower the attention the manager gives to tourists, the lower the tourist satisfaction.

Testing the effect of the independent variables together on the dependent variable is done by using the F-count test. The statistical calculation result of 0.90 shows that $F = 0.221$ with a significance of $0.000 < 0.05$ (Krisna, 2011). With a significance value below 0.05, it shows that together physical evidence of reliability, responsiveness to assurance and care has a positive and significant effect on tourist satisfaction. The results of the regression calculation show the coefficient of determination of 0.517 (Rajaratnama *et al.*, 2014). So 51.7% of tourist satisfaction is influenced by tangible physical evidence, responsiveness reliability, assurance and care, while the remaining 48.3% is influenced by other variables not included in this study. Responsiveness is a policy to help and provide fast, responsive and precise service quality to tourists. By delivering unclear information and letting tourists wait is a negative perception of the quality of service to tourists.

The high responsiveness provided by the manager will increase satisfaction for tourists. The dimension attributes are as follows: (a). Providing service quality (b). Willingness to help tourists (c). Ready and responsive to handle requests from tourists (Sugiyono, 2012). Confidence assurance about products such as: (a). Courtesy of employees in providing services (b). Skills in providing information (c). The ability to provide security and the ability to instill trust in tourists (d). The ability of employees to know the product well, (e). Friendliness, care, politeness, skills in providing information, ability to provide a sense of security and comfort.

Managers in utilizing the quality of service in instilling the skills possessed by staff to be free from the dangers and doubts of tourists. The attributes in this dimension are (a). Employees who provide assurance in the form of confidence to tourists (b). Make tourists feel safe when using management services (c). Polite employees (d). Employees who have extensive knowledge so that they can answer questions from guaranteed tourists which include the knowledge and skills of the tourist attraction managers in serving the needs of tourists, the ethics of the managers, and security guarantees from the manager for tourists when visiting tourism objects (Suhari *et al.*, 2011). The existence of a guarantee of security from a manager will make tourists feel safe and without any hesitation in doing recreation, besides that the guarantee from a tourism manager will affect tourist satisfaction because what tourists want can be fulfilled by the manager, namely with the knowledge and skills of the manager. tourist attraction. The politeness and friendliness of the tourist attraction manager will make tourists feel valued so that they are satisfied with the services provided by the manager.

Empathy is a concern by providing a sincere and individual attitude given to tourists by the manager, such as the ease of contacting the manager, the ability of employees to communicate with tourists and the manager's efforts to understand the wants and needs of tourists (Anwar, 2013). Where managers are expected to have an understanding and knowledge of tourists, understand tourists' needs, understand operations and convenient steps for tourists. In general, this study shows valid results, analyzing data that describes the quality of services provided to tourists from the Geopark Cileutuh Sukabumi. This can be seen from the number of high satisfaction responses from respondents to the conditions of each research variable. So it is known that the service quality variable in its five dimensions has a positive and significant effect on tourist satisfaction. Because by providing quality services that create tourist satisfaction.

4.2. Discussion

The results of this study provide empirical evidence that physical evidence from tourism managers equipped with comfortable facilities, both interior and exterior and other facilities for tourist satisfaction (Anni *et al.*, 2013).. The results showed that the variable reliability has a positive and significant effect on tourist satisfaction. Provides empirical evidence that the reliability of tourism managers in the form of service speed, managerial ability to serve tourists in shaping tourist satisfaction.

The responsiveness variable also has a positive and significant effect on tourist satisfaction (Mutiarin and Arif, 2014). Providing empirical evidence that the responsiveness of service quality is shown by the loyalty of staff to help and provide fast information, solving small things if there are problems that will quickly affect tourist satisfaction. The results show that the guarantee variable has a positive and significant effect on tourist satisfaction.

Contribution and empirical evidence that guarantees from service providers will provide an increase in tourist satisfaction (Dwiwinarno *et al.*, 2011). This is indicated by the ability of employees to serve tourists, employees who have extensive knowledge and security guarantees provided will give a better impression on the homestay, thereby increasing tourist satisfaction. The results showed that the variable of concern had a positive and significant effect on tourist satisfaction. Results like this provide empirical data that the attention of tourism managers in homestay services gets the same attention to tourist satisfaction, 24-hour service for guests who need help, good communication skills, the ability of managers to meet tourist needs and understanding of each tourist condition will improve. Positive view from every tourist towards homestay. This in turn will provide a higher level of satisfaction.

5. Conclusions and Implications

5.1. Conclusion

Analyzed the data from the questionnaires that have been filled in by the respondents, the conclusions that can be drawn from this research are:

- a. The results of regression analysis and the results of the regression coefficient with promotion have a positive relationship between promotion and interest in choosing Ciletuh Geopark, the better the promotion, the more interest in choosing Ciletuh Geopark for tourists;
- b. Results of the regression coefficient with online media advertising are positive, which means that there is a positive relationship between online media advertising and the interest in choosing Ciletuh Geopark, the better online media advertising, the more interest in choosing Ciletuh Geopark for tourists
- c. The bias variable affects the interest in choosing Ciletuh Geopark as a tourist visit has a big influence, some are influenced by other variables or factors that are not researched and are not included in this study
- d. Based on the regression coefficient, the variable that has a positive effect on the interest in choosing the Ciletuh Geopark with the highest value is the online media advertising variable, while the lowest value is another promotional variable, this happens because respondents prefer accessing promotions because they are easier to obtain and more attractive for read.

5.2. Implications

- a. Conducting promotions that have a positive impact on the interest in choosing the Ciletuh Geopark, as a tourist attraction the better the promotion will increase the number of tourists who come to Ciletuh Geopark
- b. Placing online media advertisements that have a positive impact, and there is a lot of interest in choosing Ciletuh Geopark, as a destination for choosing Ciletuh Geopark as tourists
- c. The variables that have a big influence on the interest in alternative visits to the Ciletuh Geopark. As a tourist visit that can affect the increase in the number of tourist visitors.
- d. Based on impact arising from the regression coefficient and variables that have a positive effect on the interest of tourists who choose Ciletuh Geopark as an attractive alternative to visit.

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