



## MEASURING TOURIST SATISFACTION WITH ROUTE ANALYSIS AS A BUSINESS ADVANTAGE

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### Abstract

Although covid-19 is increasingly haunting the world, it has not reduced local investors to develop service businesses and place them as a type of business that is quite developed because it is directly related to consumer satisfaction, loyal customers who have become members of Mirota Swimming Pool. Technical analysis of data using path analysis with SPSS and Amos applications as a tool to determine the significant effect of the proposed hypothesis. The results of the study prove that facilities have a direct effect on tourist satisfaction, service quality has a significant effect on tourist satisfaction, facilities have a significant effect on business excellence, service quality has a significant effect on business excellence and tourist satisfaction has a significant effect on business excellence. The hope is that local tourism business developers Mirota Ajamu Swimming Pool in coastal areas can expand their business through various promotions and advertisements to improve their image and introduce their business to outsiders. For other research, it is expected to be able to develop the phenomenon by looking for sources of relevant variables that are closely related to satisfaction.

**Keywords:** Facilities, Service Quality, Tourist Satisfaction, Business Excellence

## INTRODUCTION

The emergence of covid-19 in the world has really dealt a crushing blow to business actors and even businesses engaged in tourism services had to close and go bankrupt because they were unable to face the shock of covid-19 (Abbas et. al., 2021). As we know, the tourism business is closely related to the service or satisfaction expected by consumers, in a study of the concept of satisfaction in practice the whole world becomes an interesting topic to be studied empirically because of its broad impact on the business itself (Ngurah et. al., 2017). For a country, the tourism business is a sector that can support sources of state income and move the economy of a region as well as being one of the fastest-growing businesses worldwide (Ngurah et al., 2017).

If the tourism business can become a source of income for a country, then this will attract various foreign or local investors who want to participate in managing a location as a tourist destination. The tourism business has always been excellent as a profitable business and makes a positive contribution to the country and job creation (Falade Obalade & Dubey, 2014). On the other hand, if a community is given the freedom to do business in an area with a busy population and a strategic location, it will also provide opportunities for the area to grow its economy as a whole. Although COVID-19 is increasingly haunting the world, it does not reduce local investors from developing service businesses and placing them as one type of business that is quite developed because it is directly related to consumer satisfaction (Personal et al., 2014). Along with the high demands from consumers and in several decades the concept of satisfaction is important online or offline (Alanazi et al., 2016)

The factors affecting consumer satisfaction until now amid COVID-19 for the business world are different because consumers are people who identify needs or desires before making a purchase and then finally consume them (Mehta et. al., 2020). These factors determine the sustainability of the business. This study takes a local tourist attraction made by investors engaged in the swimming pool service provider industry for the community. One reason this business is established is that the area is densely populated and this business has not yet been pioneered so that it becomes an opportunity for local investors, besides that with this swimming pool it can be an alternative for people to choose

and fill holiday activities. Swimming is one of the most common recreational activities lately and fills free time for consumers (Kimbonguila et. al., 2019).

Mirota Swimming Pool was built on strategic land located in Panai Hulu District, Labuhanbatu Regency. This swimming pool offers various types of other needs that can be enjoyed by consumers. Swimming or playing in the water is one of the forms of recreation that is most in demand by all people from adults and children (Kimbonguila et al., 2019). Local water tourism activities as a means of releasing stress and boredom as a result of the patterns and lifestyles of people who are increasingly busy and tiring in their daily routines (Pearson & Craig, 2014), the limited time makes many people need tours to release tension and get a new atmosphere that is enjoyable, fun and entertaining.

A tourist attraction does not only bring benefits to its owner (Falade Obalade & Dubey, 2014), on the other hand, if the owner of this type of business wants his business to continue to grow and advance, he must be able to understand the situation that occurs, especially about the level of visitor satisfaction. Visitors who regularly swim and come back are due to the satisfaction they feel when they come (At, 2020). The advantages offered by the Mirota Swimming Pool include a clean swimming pool, clean eating and drinking places, clean and spacious karaoke and music venues, adequate parking areas, clean and comfortable bathrooms and changing rooms, fishing areas, a canteen that is clean and comfortable, clean and complete, a large children's motorbike area as well as additional factors such as a comfortable atmosphere, a clean environment, and the safety of the tourist area. The existence of supporting facilities by the needs of tourists related to efforts to retain visitors (tourists) if the services offered can make complete facilities (Ginting & Sasmita, 2018), consumers who use tourism services will feel satisfied so that tourist attractions can make decisions to visit. The results provided greater insight into the key dimensions, which suggest overall that good service quality does bring about visitor satisfaction (Mohamad Safee Sapari, Ahmad Shuib & Afandi, 2013).

## **REVIEW OF LITERATURE**

Tourist satisfaction is a determining factor in marketing, on the other hand, visitor disappointment in providing services can make the company's downfall in the future. In the service business, service becomes more important than anything in the business itself,

without this service the transaction process will be difficult because consumers after that do not come back (Nurcahyo et. al., 2017). It is appropriate that the service business can present a special service for consumers. If the consumer is the king, the service provider is the queen. In addition, good and optimal service reflects the overall characteristics and characteristics of each product or service that affect its ability to satisfy stated needs. With good service, it will certainly increase the satisfaction of tourists received. To compete, survive and develop, companies are required to meet the needs and desires of tourists by providing satisfactory services for tourists, so visitors naturally feel valued and will be willing to become regular tourists.

If the company wants to achieve tourist satisfaction, promotion is also one of the factors of tourist satisfaction because promotion has a positive value on tourist satisfaction, the company provides discounts for its goods and services. The role of promotion in a company is to introduce products so that tourists can be interested in buying these goods or services to improve the quality of sales. Promotion is a way to attract attention and keep consumers informed about the products or services offered to provide tourist satisfaction (Bahar et. al., 2020). Promotional strategies can be done in many ways, for example using advertising and publications through social media, it is undeniable that advertising has a strong influence on sales levels. Companies need to make advertisements as attractive and detailed as possible and explain what advantages are offered and then publish them on social media. The consumers can see promotions easily and quickly so that improvements can be achieved.

Paying attention to and increasing the level of tourist satisfaction is very useful in the world of business competition. Companies with a high level of satisfaction tend to be superior to other competitors, not only increasing the company but also being able to maintain the stability of the level of tourist satisfaction to remain high. Tourist facilities will increase the volume of high tourist satisfaction, increase company sales so that cash flow is smooth (Simanihuruk, 2019). Measuring tourist satisfaction can be done with a system of consumer complaints and suggestions that can provide benefits for both parties, both the company and the consumers themselves. The benefit of this policy is that consumers can provide input or criticism that can advance the company (Al-Ababneh, 2013). Many things can affect tourist satisfaction from what the author has described

above, prices also play an important role in creating tourist satisfaction. The price of an item or service will affect the selling value, if the price offered is affordable, tourists will feel satisfied and subscribe.

The facilities of a tourist spot sometimes provide an attraction for tourists, it is only natural that tourism service providers pay attention to this because it can provide competitiveness for any tourist. In addition, tourism service providers must be able to provide comfort to those who come to create satisfaction in themselves. The results of the study (Tarjo, 2020) state that it is expected that tourism service providers must be able to provide satisfaction for visitors who come. The majority of tourists' natural attractions are influenced by the park and the climate of the tourist destination to be visited (Jayaprakash & Mythili, 2017). Any business owner, such as a tourism service provider, will prioritize service in running their business (Hamid, 2017). The form of service is sometimes from various managers which can also affect the satisfaction of tourists. Quality and service quality (Joko, 2019) for the service industry is a fixed price that must always be considered so that businesses can excel and develop. Tourists are a type of consumer who has tastes and needs that are different from other consumers, the wants and needs of a tourist are a boon to an industry that understands their behavior (Escrig & Menezes, 2015). The advantages of a business in serving tourists are certainly closely related to the facilities offered to them. The advantage of a service business lies in its implementation in the field, including how to offer various services to tourists (Ghicajanu et. al., 2015). Tourists as a source of income must be able to be considered properly by all parties involved in it (Escrig & Menezes, 2015). The advantages presented by their services will be very well applied by other service companies in attracting tourists (Hamid, 2017). The key to the success of the service industry in the past few decades lies in how the company's ability to manage and develop its business well, business development carried out through human resources is based on the level of change in consumer behavior in consuming to be the beginning of a person's satisfaction (Khoshbakht et. al., 2018). Human resources can be a company advantage if they are maintained and improved again (Baroutas et. al., 2020).

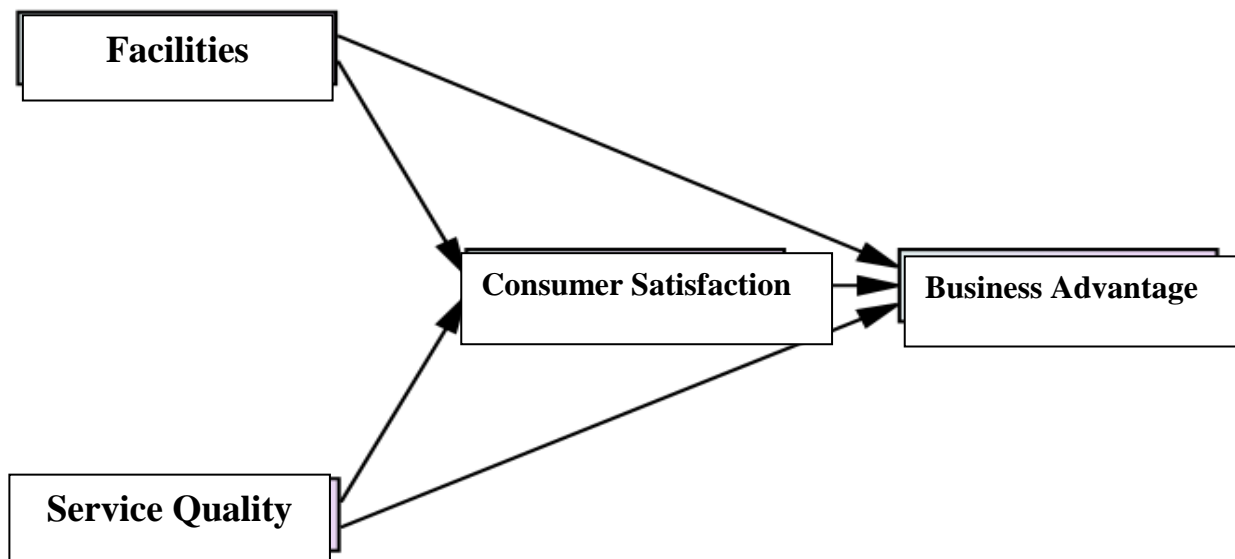
Every tourist or any consumer craves satisfaction from everything they will consume in the future, tourist satisfaction can be developed through quality facilities and

services. After tourists feel satisfaction after receiving the product, it will be the advantage of the business in running their business.

## RESEARCH METHOD

This study uses a quantitative approach where the data collection technique uses a questionnaire. The samples used in this study were consumers who visited the Mirota Ajamu Panai Hulu Swimming Pool, Kab. Labuhanbatu numbered 100 people. Before distributing the questionnaire, it was first tested so that the contents of the statement became credible and the data was distributed using a questionnaire distributed online using a google form to loyal consumers who have become members of the Mirota Swimming Pool. The facility variable indicator ( $X_1$ ) consists of 5 indicators, including main facilities, supporting facilities, supporting facilities, the benefits of all facilities, security during use. service quality variable ( $X_2$ )` consists of 5 indicators including tangibles, reliability, responsiveness, assurance, and empathy. The consumer satisfaction variable ( $Y_1$ ) consists of 3 indicators, including cleanliness of tourist attractions, the convenience offered, and interesting places. The business advantage variable ( $Y_2$ ) consists of 4 indicators, including easy access, competitive costs, many variants of tourism, and marketing friendliness. While the data analysis technique applied in solving the research hypothesis is using path analysis assisted by SPSS and AMOS software.

**Figure 1**  
**Framework**



Source: AMOS Results, 2021

### **Hypothesis**

- H<sub>1</sub> : Facilities have a significant effect on tourist satisfaction.
- H<sub>2</sub> : Service quality has a significant effect on tourist satisfaction.
- H<sub>3</sub> : Facilities have a significant effect on business excellence.
- H<sub>4</sub> : Service quality has a significant effect on business excellence.

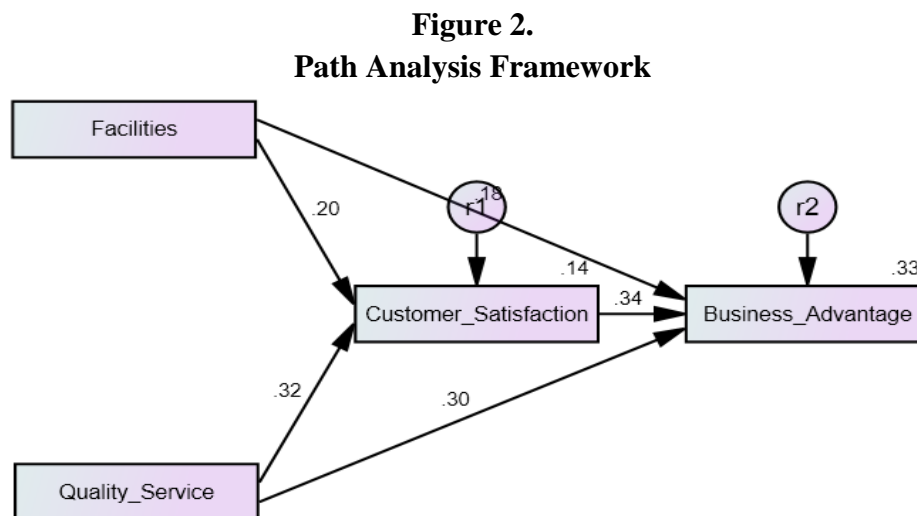
## **RESULTS AND DISCUSSION**

### **Validity and Reliability**

A good and feasible instrument in research must meet the validity test. The general validity test is called valid if the corrected item-total correlation value is greater than 0.30 then it can be concluded that the value is valid. If you look at the data, Table 1 shows that all variable indicators have a corrected item-total correlation value above 0.30 so that it is declared valid, as in the study (Lucero et. al., 2019) the level of instrument validity is good if the validity value is above 0.30. After the instrument test is declared valid, then it is necessary to look at the Cronbach's alpha value of 0.60 in the reliability test, the results are acceptable because it has a Cronbach's h alpha value of 0.60 (Yilmaz et. al., 2017), based on this information, the reliability value or value Cronbach's alpha all variables in the study meet the requirements, namely the value is greater than 0.60 so that it is declared reliable.

## Hypothesis test

In this study, the results of hypothesis testing for all variables can be seen from the picture below:



Source: AMOS Results, 2021

To see the results of the path analysis hypothesis testing, all variables can be seen from the results of the Regression Weights which are the outputs used, including:

**Table 1**  
**Regression Weights**

			Estimate	S.E.	C.R.	P	Label
Customer_Satisfaction	<--	Facilities	.131	.064	2.056	.040	par_3
Customer_Satisfaction	<--	Quality_Service	.221	.066	3.367	***	par_4
Business_Advantage	<--	Facilities	.125	.060	2.074	.038	par_1
Business_Advantage	<--	Quality_Service	.214	.064	3.321	***	par_2
Business_Advantage	<--	Customer_Satisfaction	.352	.093	3.784	***	par_5

Amos Output Source, 2021

It can be seen from the results of the Regression Weights that hypothesis testing is obtained between the variables studied, including:

**Facilities have a significant effect on tourist satisfaction**, this can be seen from the results of the CR value of  $2.055 > 1.96$  and the p-value of  $0.040 < 0.50$ . The results of the study (Tarjo, 2020) state that it is hoped that tourism service providers must be able to



provide satisfaction for visitors who come, one of which can be done by completing various main facilities, supporting facilities, and supporting facilities. emphasized that the majority of tourists' natural attractions are influenced by the park and the climate of the tourist destination to be visited (Jayaprakash & Mythili, 2017). This illustrates that the facilities available at the Mirota Swimming Pool can be enjoyed properly without complaints so that tourists are indirectly satisfied.

**Service quality has a significant effect on tourist satisfaction**, this can be seen from the results of the CR value of  $3.367 > 1.96$  and the p-value of  $0.00 < 0.50$ . Quality and service quality (Joko, 2019) for the service industry is a fixed price that must always be considered so that businesses can excel and develop. Therefore, service will always be the key to success in running a business, without service and human resources the business can't survive. It means that the quality of service for companies that are more dominant in offering services, need to have a mature strategy in maintaining tourist satisfaction whether they will visit or after.

**Facilities have a significant effect on business excellence**, this can be seen from the results of the CR value of  $2.074 > 1.96$  and the p-value of  $0.38 < 0.50$ . The advantages of a business in serving tourists are certainly closely related to the facilities offered to them (Ghicajanu et. al., 2015). The facilities offered will make it easier for tourists to enjoy the atmosphere at tourist sites. It can be the attraction of Mirota Swimming Pool in adding supporting facilities that can be enjoyed by all ages so that this becomes the basis for business excellence.

**Service quality has a significant effect on business excellence**, this can be seen from the results of the CR value of  $3.321 > 1.96$  and the p-value of  $0.00 < 0.50$ . Human resources can be a company advantage if they are maintained and improved again (Baroutas et al., 2020). Service is the most important part of increasing business excellence and the business is run through the development of the services provided. The service for Mirota Swimming Pool HR is still at a good level because the services provided to tourists truly meet tourist expectations.

**Tourist satisfaction with business excellence**, can be seen from the CR value of  $3.784 > 1.96$  and the p-value of  $0.00 < 0.50$ . In line with his research confirms that tourist satisfaction influences loyalty which then affects WoM (Ali, 2019). This means that tourist

attractions are expected to be able to maintain this satisfaction as a business advantage in the face of increasingly fierce business competition. To strengthen tourist behavior, there is a relationship between image and service climate as a business advantage. The existence of a strong relationship between tourist satisfaction can be a business advantage in the future because Mirota Swimming Pool continues to improve services (Moh et. al., 2011).

## CONCLUSION

This research has been successful in proving that all the variables studied have a significant effect and are supported by relevant previous studies so that the results of this study can solve the proposed hypothesis. Facilities have a significant effect on tourist satisfaction, this can be seen from the results of the CR value of  $2.055 > 1.96$  and the p-value of  $0.040 < 0.50$ . Service quality has a significant effect on tourist satisfaction, this can be seen from the results of the CR value of  $3.367 > 1.96$  and the p-value of  $0.00 < 0.50$ . Facilities have a significant effect on business excellence, this can be seen from the results of the CR value of  $2.074 > 1.96$  and the p-value of  $0.38 < 0.50$ . Service quality has a significant effect on business excellence, this can be seen from the results of the CR value of  $3.321 > 1.96$  and the p-value of  $0.00 < 0.50$  and tourist satisfaction of business excellence, this can be seen from the CR value of  $3.784 > 1.96$  and p-value  $0.00 < 0.50$ . The hope is for local tourism business developers, Mirota Swimming Pool, located in coastal areas, to be able to expand their business through various promotions and advertisements as an effort to improve their image and introduce their business to outsiders as a competitive advantage and increase investment to develop their business by adding forms of artificial nature tourism. For other researchers, it is hoped that they can develop the phenomenon by looking for sources of relevant variables that are closely related to satisfaction.

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