



Tourism Destination Service Quality: An Analysis of Domestic Tourists Satisfaction In Kawasan Luar Pura Uluwatu

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ABSTRACT

In 2022, Kawasan Luar Pura Uluwatu received several bad reviews regarding the quality of services provided. The aims of the study are 1) domestic tourists' satisfaction with service quality in the form of respondent's responses to tangibles, empathy, reliability, responsiveness and assurance in Kawasan Luar Pura Uluwatu, 2) The Importance of Performance Analysis on service quality in Kawasan Luar Pura Uluwatu. This study is a quantitative descriptive study with a sample of 100 domestic tourist respondents visiting Kawasan Luar Pura Uluwatu using a Purposive method. The Importance Performance Analysis (IPA) method was used in this study to determine the satisfaction level of domestic tourists. The results of this study indicate 1) tourists satisfied with the service quality in Kawasan Luar Pura Uluwatu with a total satisfaction level of 96,95%; 2) indicators of service quality included in the top priority category are the suitability of ticket prices with the products, facilities and service provided, officers respond well to tourist complaints, officers do not discriminate between tourists and ease in the service process that needs to be improved so that it gets special attention from the manager.

Keywords: tourist satisfaction, service quality, tangibles, empathy, reliability, responsiveness, assurance

INTRODUCTION

The tourism sector is an economic activity that has a very long chain. The existence of this tourism sector can provide positive benefits for the government, the private sector, and the community, which are involved in taking advantage of opportunities for a tourism object business. Bali is one of the tourist destinations that provides the largest foreign exchange in the tourism sector. Bali is a leading destination in Indonesia for foreign tourists as well as domestic tourists. Bali has also been determined by UNESCO to be included in the list of world tourist sites. The island of Bali is famous for its culture, customs, arts and natural beauty, so Bali is nicknamed The Last Paradise on Earth or the Last Paradise on Earth. Bali is the first most

popular tourist destination in the world based on the 2021 Tripadvisor Traveler's Choice Awards, and in 2023, Bali will be the second most popular tourist destination in the world based on the 2023 Tripadvisor Traveler's Choice Awards, surpassing London and Paris (Kemendikbud, 2023).

The COVID-19 pandemic a few years ago had a negative impact on all sectors in Bali, one of which was the tourism sector. Many tourist attractions have felt the impact of the decline in tourist visits, both domestic and foreign, one of which is Kawasan Luar Pura Uluwatu. Currently, Kawasan Luar Pura Uluwatu is crowded with tourists; after adding up from 2021 and 2022, domestic tourists dominated more with a total of 491,096 visits. Kawasan Luar Pura Uluwatu offers beautiful scenery and unique history, and there is a Balinese dance performance, the Kecak Dance. Uluwatu tries to combine its advantages to continue to attract tourists while maintaining its image to tourists. So, tourist satisfaction is very important for Uluwatu, where tourists will give good reviews or bad reviews of all the services provided.

Based on the reviews given to Kawasan Luar Pura Uluwatu, there are several complaints felt by tourists, especially regarding the quality of service provided by the management and also the guards at Kawasan Luar Pura Uluwatu. There are also complaints from tourists about employees who are not friendly to tourists, do not allow tourists to order public transportation such as gojek or grab and offer services that are known to be at higher prices, and there are complaints from tourists about monkeys in Kawasan Luar Pura Uluwatu who like to take tourist goods, but no officers can help tourists. Some of these things greatly determine tourist satisfaction with the quality of service provided by Kawasan Luar Pura Uluwatu managers.

Kotler (2000) states that tourist satisfaction is the level of one's feelings after comparing the perceived performance or results with one's expectations. According to Sunarto (2003), tourist satisfaction is a feeling of pleasure or disappointment after comparing perceptions/impressions with performance/expectations. Lupyoadi (2001) states that there are five factors that influence satisfaction: service quality, product quality, emotion, price, and cost. According to Arianto (2018: 83), service quality can be interpreted as a focus on meeting needs and requirements, as well as timeliness to meet customer expectations. It was concluded that the quality of service is centred on efforts to fulfil the desires and needs of tourists, as well as the accuracy of their delivery to balance the expectations of tourists on the quality of services provided by improving the quality of service that will increase tourist satisfaction and bring in more and more tourists to visit the Uluwatu Temple Outer Area. According to Rangkuti (2006), the level of service quality cannot only be assessed from the company's point of view but must be seen from the point of view of consumer assessment.

This research is entitled "Satisfaction of Domestic Tourists on Service Quality in Uluwatu". This research is important in order to determine the level of tourist satisfaction with the quality of service at Uluwatu so that the results can later be used as material for evaluating Uluwatu managers. This study uses 5 dimensions as a measuring tool for service quality which include Tangible, Responsiveness, Reliability, Empathy, and Assurance, according to Zeithaml et al. (1998).

Tourism according to Law No. 10 of 2009 concerning Tourism, it is explained that tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of the tourist attractions visited in a temporary time. Based on Law No. 10 of 2009 states that tourists are people who travel. According to Sugiyama (2011), tourists are individuals or groups who travel for the purpose of rest, business, treatment, or religious visits and study trips. The existence of consumer needs and desires factors is one of the bases for companies to align company goals by looking at market developments, especially in the tourism sector. One of the things that must be studied is consumer/tourist behaviour; according to Engel, Blackwell and Miniard (2000), consumer behaviour is an action that is directly related to obtaining, consuming, and spending on a product or service, including the decision processes that precede and follow this action. This is very important and continuous with tourist satisfaction, where companies must know and understand tourist behaviour, such as what tourists want and need to get tourist satisfaction, one of which is by knowing tourist behaviour.

Tourist satisfaction is the level of one's feelings after comparing perceived performance or results compared to Kotler's (2000) expectations. Based on the definition of tourist/consumer satisfaction above, it can be concluded that tourist satisfaction is a feeling of pleasure or satisfaction after visiting a tourist attraction. Kotler (2011) states that there are five main factors that need to be considered in tourist satisfaction: product quality, service quality, emotional image, price, and cost.

The creation of customer satisfaction can provide benefits, including a harmonious relationship between the company and the customer. Customers will make repeat purchases to create customer loyalty and form word-of-mouth recommendations that benefit the company. According to Arianto (2018: 83), Service Quality can be interpreted as a focus on meeting needs and requirements, as well as timeliness to meet customer expectations. According to Zeithami et al. (1990), there are five dimensions of service quality sorted according to their level of importance, namely reliability, responsiveness, assurance, empathy, and tangibles.

METHODS

This research was conducted in Kawasan Luar Pura Uluwatu. Primary data was obtained through distributing questionnaires to 100 domestic tourists in Kawasan Luar Pura Uluwatu, while secondary data was obtained through literature studies. The questionnaire was used to obtain data on domestic tourist satisfaction with service quality at Uluwatu. This research is a quantitative descriptive research with data analysis techniques using SPSS and testing the validity and reliability tests. The IPA (Importance Performance Analysis) analysis technique is used to determine the satisfaction level of domestic tourists.

RESULT AND DISCUSSION

Conformity Level between Performance and Expectations

Measuring the level of consumer satisfaction is done by comparing the level of tourists' perceptions of the services received with the level of tourists' expectations

of the services received. This research proposes 20 statements to domestic tourists regarding the performance and expectations of domestic tourists for the quality of service in Kawasan Luar Pura Uluwatu. The data will be presented according to five dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and tangibles.

The result of the conformity level according to the reliability dimension is 96,13% with the appropriate category, responsiveness 97,77% with the appropriate category, assurance 97,19% with the appropriate category, empathy 95,92% with the appropriate category, and tangible 97,22% with the appropriate category. Also calculated the level of total satisfaction per dimension and the level of total satisfaction with the following results, for reliability 96,20% very satisfied category, responsiveness 97,91% very satisfied category, assurance 97,19% very satisfied category, empathy 95,99% very satisfied category, tangible 97,45% very satisfied category and total satisfaction results with a total of 96,95% very satisfied category.

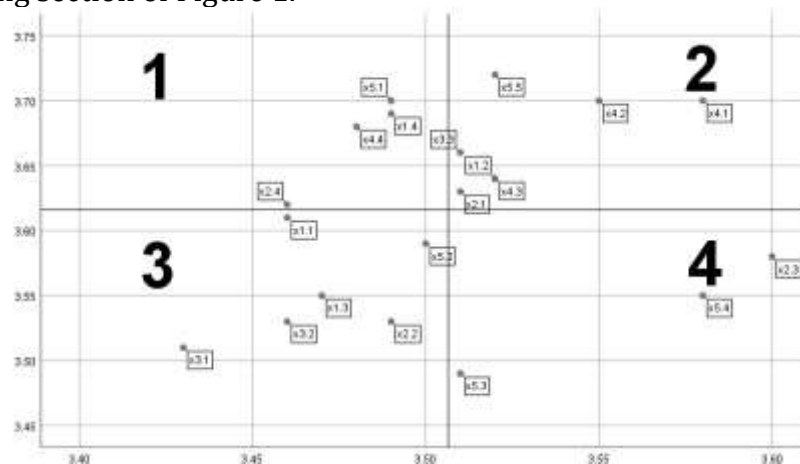
Importance Performance Analysis (IPA)

This analysis is used to find information related to service factors which, according to tourists, can influence tourist loyalty and satisfaction, as well as service factors which, according to tourists, need to be improved. The average calculation of the expectation assessment and perception assessment of each statement indicator, which refers to the five dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and tangible, can be seen in Table 1 as follows.

No	Indikator	X	Y
1	Officers who are careful in serving tourists	3,46	3,61
2	Have clear standard service procedures	3,52	3,64
3	The ability of officers to use assistive devices during the service process	3,47	3,55
4	Compatibility between the price of the entrance ticket paid and the products, facilities and services provided by Kawasan Luar Pura Uluwatu Manager	3,49	3,69
5	Officers respond well to every tourist who wants to get service	3,51	3,63
6	Officers provide fast service	3,49	3,53
7	The information provided by the manager of Kawasan Luar Pura Uluwatu is easy to understand	3,60	3,58
8	Officers respond well to tourist complaints	3,46	3,62
9	Officers guarantee the security of tourist goods	3,43	3,51
10	Officers provide guarantees of certainty in service	3,46	3,53
11	There are security officers in the Outer Area of Uluwatu Temple	3,51	3,66
12	Staff serve with a friendly attitude	3,58	3,70
13	Staff serve with courtesy	3,55	3,70
14	Officers prioritize the interests of tourists	3,52	3,64
15	Officers do not discriminate between tourists	3,48	3,68
16	Ease of service process	3,49	3,70

17	Discipline of officers when performing services	3,50	3,59
18	Completeness of assistive devices in the Outer Area of Uluwatu Temple when officers perform services	3,51	3,49
19	Appearance of officers when serving tourists	3,58	3,55
20	Convenience of facilities during the service process	3,52	3,72
Rata-rata (X dan Y)		3,50	3,61

Based on Table 1, the X-intercept point is 3.50, while the Y-intercept point is 3.61. The following are the results of the quadrants of each of the five dimensions of service quality indicators depicted in the Cartesian diagram, which can be seen in the following section of Figure 1.



From the results of the Importance Performance Analysis, it can be concluded that Kawasan Luar Pura Uluwatu is expected to prioritize indicators in quadrant 1, namely:

1. Conformity between the price of the entrance ticket paid and the products, facilities and services provided by the Uluwatu Temple Outer Area Manager
2. Officers respond well to tourist complaints
3. Officers who serve don't discriminate against tourists
4. Ease of service process

CONCLUSION

Based on the results of the Importance Performance Analysis, it was found that the value of tourist satisfaction with the five dimensions of service quality in Kawasan Luar Pura Uluwatu from the lowest to the highest value was empathy 95.99%, reliability 96.20%, assurance 97.19%, tangible 97, 45%, responsiveness 97.91%. The total satisfaction level is 96.95% in the very satisfied category, which shows that tourists are satisfied with the five dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and tangibility.

Based on the results of the Importance Performance Analysis, there are indicators of service quality that need to be improved because the handling and implementation need to be prioritized by Kawasan Luar Pura Uluwatu. This indicator is considered important, but the level of implementation is still not in accordance with the expectations of domestic tourists. These indicators are in

quadrant 1, namely: a) Compatibility between the price of the entrance ticket paid and the products, facilities and services provided by the Uluwatu Temple Outer Area Manager, b) Officers respond well to tourist complaints, c) Officers serve do not discriminate between tourists, d) Ease of service process.

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