

PERCEPTIONS OF POLISH TOURIST ON THE QUALTY OF SERVICE OF AIRPORT REPRESENTATIVE PANORAMA DESTINATION BALI

Yulio Fernando*, Dewa Gede Ngurah Byomantara, Putu Surya Laksana Rahjasa

^{1,2,3}Travel Business Management Study Program, Department of Tourism, Politeknik Pariwisata Bali, Badung, Indonesia

ARTICLE INFO

Article history:

Received: March, 2024

Revised: April, 2024

Published: June, 2024

Keywords:

Perception, Tourists, Service Quality

E-ISSN: 3064-044X

DOI:10.52352/jtrue.v3i1.1495

*Corresponding author:

fjulio923@gmail.com

ABSTRACT

This research contains one main question, namely how Polish tourists perceive the service quality of Panorama Destination Bali's representative airport. Furthermore, the aim of this research is to determine the perceptions of Polish tourists regarding the quality of presentation airport services at Panorama Destination Bali. The method used in this research is quantitative descriptive. The data collection technique was carried out through observation with a sample of 100 respondents. Data collection was carried out by distributing questionnaires offline using a Google form, which then created a quick response code (QR) on the Google form. The results of the research show that the results of descriptive analysis testing regarding tourists' perceptions of the service quality of Airport Representative Panorama Destination Bali are included in the good category, this shows that Airport Representative Panorama Destination Bali is able to provide good service to tourists

1. INTRODUCTION

Tourism in Indonesia according to (Law of the Republic of Indonesia No. 9 of 1990 concerning Tourism) article 1 (5) is everything related to tourism and related businesses in the field. Indonesia has enormous natural potential including fascinating marine tourism, the diversity of underwater coral reefs that lure tourists to visit (Administrative Dynamics, n.d.). Theoretically, Tourism is a scientific discipline whose scientific studies can be divided into three: ontology, epistemology, and axiology. Ontology itself discusses what one wants to know about the theory of existence. Then epistemology discusses how the process of obtaining knowledge, and axiology discusses the value related to the usefulness or benefits of the knowledge obtained. This knowledge must be a characteristic and a way of life for tourism actors with high integrity so that the development and progress of Indonesian tourism can remain one of the leading in the world (INSPIRE 2022). One of the best tourism destinations in Indonesia is Bali, the island of Bali is the most popular tourist destination in Indonesia and even in the world, as evidenced by a survey conducted by one of the Travel planning and booking sites Trip Advisor. (Liputan6.com, 2017) Trip Advisor named Bali as Travelers Choice for The Best Destination category, beating London, Paris, Rome, and other world-class destinations. Not only that, Bali is also the best destination in Asia beating Thailand, Japan, China, Singapore, and also South Korea. (Rahjasa, P. S. L., Utama, I. P., & Wiarti, L. Y., 2022). The wealth of Indonesia encompasses various aspects, one of which is tourism. (Rahjasa, P. S. L., & Naur, L. 2024). In this modern era, the demands of life are getting heavier, which causes people to become stressed quickly and need a moment of entertainment by traveling. Indonesian tourism offers destinations that are highly sought-after by both international and local tourists. After the COVID-19 outbreak ended, in 2023 the Indonesian government made a decision to allow tourists from all over the world to enter Bali Island, thus the tourism

sector recovered with the increase in foreign tourist visits who were again active in conducting tourism activities or tourist trips.

It can be seen from the decision of the Indonesian government, the entire community, especially the island of Bali, took advantage of this opportunity to reopen organizers engaged in travel services tour or travel agency. One of the travel agencies located on the island of Bali is Panorama Destination Bali. There are several tourists from various countries and Polish tourists who dominate using services at Panorama Destination Bali. All parts engaged in the field of travel agencies are required to provide maximum service.

In the organizational structure of the travel operations department there is an Airport Representative. Panorama Destination Bali Airport Representative officers are 2 people. In this case there is a schedule that is not optimal because tourists who have an arrival schedule that exceeds 21.00 WITA, cannot use the services of the Airport Representative officer and Panorama Destination Bali has cooperation with the Polish Rainbow Group, thus the Airport Representative officer is required to pay more attention or prioritize in serving Polish Rainbow Group tourists. Therefore, Airport Representative officers are required to have the ability and dexterity in carrying out these tasks, without ignoring tourists other than the Polish Rainbow Group who need help.

Also, there are various types of complaints from tourists to the Operation Division for dissatisfaction with the services provided by the Airport Representative. Less than optimal service by the Airport Representative is thought to be one of the reasons why problems arise from guests in serving tourists upon arrival and departure of guests.

2. METHODS

As supporting instruments for this research, data and information are gathered from secondary sources such as journal articles, books, and previous research. Based on the background presented, this study uses quantitative methods to examine specific populations or samples, aiming to evaluate and describe the specified hypothesis (Sugiyono, 2018). The sample was determined using purposive sampling technique. The data collection technique in this study used a questionnaire containing several statements related to the research and distributed online in a google form. The questionnaire was then evaluated for validity and reliability to determine whether each indicator can be said to be valid and reliable in measuring the effect of emotional experience on revisit intention. The frequency tabulation measurement in this study used a Likert scale which is used to measure the opinions, attitudes, and perceptions of individuals or groups of people about social phenomena (Sugiyono, 2018), with 5 statement points, namely Strongly Agree (5), Agree (4), Neutral (3), Disagree (4), and Strongly Disagree (1). The research results were analyzed using the IBM SPSS 26 program, with a simple regression analysis test, the coefficient of determination (R2) test, and the T-test. It can be seen in Table 1. The definition of each variable, dimension, and indicator.

Table 1. Variable Operations

Concept Definition	Dimension	Indicator
Service Quality is a strong expression that is closely related to products, services, human resources, and cycles and conditions that can occur under any circumstances that meet or even exceed the quality of normal assistance. The meaning of this service quality is a job to meet the needs	1. Tangibles	Tangibles
	2. reliability	1. Airport Representative Grooming, Cleanliness and Uniform.
	3. responsiveness	2. The Airport Representative uses the agent's name identification.
	4. assurance	3. Airport Representative serves tourists professionally and politely.
	5. empathy	4. Travelers are satisfied with the service and assistance of the Airport Representative.

followed by the wishes of
tbuyer. (Tjiptono, he 2019)

Reliability

1. Airport Representative's ability to communicate using English.
2. Airport Representative's ability to provide necessary information about airport facilities.
3. The Airport Representative is able to answer travelers' questions.
4. Airport Representative is able to solve problems that occur at the airport.

Responsivness

1. The Airport Representative is able to properly understand the traveler's request.
2. The Airport Representative is able to respond quickly and responsively to the needs of tourists.
3. Airport Representative is willing to provide additional services for the needs of tourists.
4. Airport Representative is able to handle complaints from tourists.

Assurance

1. Airport Representative is honest with travelers.
2. Airport Representative provides the best service to travelers.
3. The Airport Representative helps carry and put tourists' luggage into the car.
4. Travelers feel safe when waiting

	<p>to be picked up by a tour guide at the airport.</p> <p style="text-align: center;">Empathy</p> <ol style="list-style-type: none"> 1. The Airport Representative understands the needs of travelers. 2. Airport Representative pays attention to tourists. 3. Airport Representative is friendly to tourists. 4. Airport Representative always prioritizes the needs of tourists.
--	---

3. RESULTS AND DISCUSSIONS

Results

Characteristic of Respondents

Table 2. Characteristic of Respondents

	Characteristic of Respondent	Frequency	(%)
Gender	Man	43	43%
	Woman	57	57%
	Total	100	100%
Age	21-30 years	25	25%
	31-40 years	25	25%
	41-50 years	32	32%
	51-60	18	18%
	Total	100	100%
Occupation	Civil Servants	3	3%
	Entrepreneurs	44	44%
	Retirees	11	11%

	Private Employee	35	35%
	Others	7	7%
	Total	100	100%

Based on Table 2, most of the respondents to this research were female, with a total of 57 people (57%). Regarding age, most respondents were 41- 50 years, with the highest number, 32 people (32%). And when viewed from the job, most respondents are entrepreneurs with 44 people (44%). The following table are the results of the validity and reliability tests of each indicator on the questionnaire:

Table 3. Validity Test

No	Dimensi	Item Statement	Pearson Correlation	Description
1	Bukti Fisik (X1)	X.1	0,739	Valid
		X.2	0,655	Valid
		X.3	0,740	Valid
		X.4	0,671	Valid
2	Kehandalan (X2)	X.5	0,621	Valid
		X.6	0,606	Valid
		X.7	0,597	Valid
		X.8	0,568	Valid
3	Ketanggapan (X3)	X.9	0,719	Valid
		X.10	0,579	Valid
		X.11	0,561	Valid
		X.12	0,803	Valid
4	Jaminan (X4)	X.13	0,708	Valid
		X.14	0,759	Valid
		X.15	0,763	Valid
		X.16	0,721	Valid
5	Empati (X5)	X.17	0,560	Valid
		X.18	0,711	Valid
		X.19	0,668	Valid
		X.20	0,688	Valid

The indicator can be declared valid if the value of r-count is greater than r-table. After each indicator's r-count value has been obtained, it can be evaluated for validity by comparing the r-count value with the r-table value. The r-table value was obtained using the formula $DF = (N-2)$, so the r-table value for 100 respondents was $DF = (100 - 2)$, and the number was 98. The significance level for the two-way test was from 0.05 with a r-table value of 98 was 0.1966. Table 3 shows that the r-count value of each instrument evaluated is greater than the r-table value, so it can be concluded that all statement instruments used in the questionnaire are valid.

Table 4. Reliability Test

Variable	Cronbach's alpha value of research variables	Conclusion
quality of service (x)	0.935	Reliable

Based on Table 4. Cronbach's alpha value for emotional experience (α) is 0.935. So the indicator for each variable is reliable or trustworthy. After the indicators on each research variable are evaluated and declared valid and reliable, the questionnaire can be used as a measuring tool in research. To describe the respondent's assessment of the indicator, researchers conducted a descriptive statistical analysis, a method used to analyze and describe the research's results. Still, it is not used to draw broader conclusions (Sugiyono, 2018).

Table 5. Descriptive Analysis Results

No	Statement	Frequency of Respondents' Answers (people)					Total	Average	Criteria
		1	2	3	4	5			
1	Airport Representative Grooming, Cleanliness and Uniform.	0	11	28	32	29	379	3,79	Good
2	The Airport Representative uses the agent's name identification.	0	2	29	44	25	392	3,92	Good
3	Airport Representative serves tourists professionally and politely.	0	16	22	28	34	380	3,80	Good
4	Travelers are satisfied with the service and assistance of the Airport Representative.	0	11	26	24	29	371	3,71	Good
Average								3,81	Good

No	Statement	Frequency of Respondents' Answers (people)					Total	Average	Criteria
		1	2	3	4	5			
1	Airport Representative's ability to communicate using English.	0	11	23	40	26	381	3,81	Good
2	Airport Representative's ability to provide necessary information about airport facilities.	0	3	22	44	31	403	4,03	Good
3	The Airport Representative is able to answer travelers' questions.	0	9	23	33	35	394	3,94	Good
4	Airport Representative is able to solve problems that occur at the airport.	0	15	27	25	33	376	3,76	Good
Average								3,89	Good

No	Statement	Frequency of Respondents' Answers (people)					Total	Average	Criteria
		1	2	3	4	5			
1	The Airport Representative is able to properly understand the traveler's request.	0	4	37	37	22	377	3,77	Good
2	The Airport Representative is able to respond quickly and responsively to the needs of tourists.	0	15	30	38	17	357	3,57	Good
3	Airport Representative is willing to provide additional services for the needs of tourists.	0	13	26	44	17	365	3,65	Good
4	Airport Representative is able to handle complaints from tourists.	0	16	25	33	26	369	3,69	Good
Average								3,67	Good

No	Statement	Frequency of Respondents' Answers (people)					Total	Average	Criteria
----	-----------	--	--	--	--	--	-------	---------	----------

		1	2	3	4	5			
1	Airport Representative is honest with travelers.	0	0	33	34	33	400	4,00	Good
2	Airport Representative provides the best service to travelers.	0	16	26	30	28	370	3,70	Good
3	The Airport Representative helps carry and put tourists' luggage into the car.	0	5	26	42	27	391	3,91	Good
4	Travelers feel safe when waiting to be picked up by a tour guide at the airport.	0	11	29	36	24	373	3,73	Good
Average								3,84	Good

No	Statement	Frequency of Respondents' Answers (people)					Total	Average	Criteria
		1	2	3	4	5			
1	The Airport Representative understands the needs of travelers.	0	6	29	32	33	392	3,92	Good
2	Airport Representative pays attention to tourists.	0	12	28	27	33	381	3,81	Good
3	Airport Representative is friendly to tourists.	0	6	23	39	32	397	3,97	Good
4	Airport Representative always prioritizes the needs of tourists.	0	6	37	33	24	375	3,75	Good
Average								3,86	Good

4. CONCLUSION

Based on the research results that have been described on the previous page, the following conclusions can be drawn from this research:

- a. In the dimension of physical evidence, Panorama Destination Bali Airport Representative employees are considered capable of providing good physical evidence, with an average value obtained of 3.81. In the dimension of physical evidence, the statement that received the highest average value was that the Airport Representative used the agent's name identity and the statement that received the lowest average value was that tourists were satisfied with the service and assistance from the Airport Representative.
- b. In the reliability dimension, employees of Panorama Destination Bali Airport Representative employees are considered capable of providing reliable services, with an average value obtained of 3.89. In the physical evidence dimension, the statement that obtained the highest average value was the Airport Representative's ability to provide the necessary information about airport facilities and the statement that obtained the lowest average value was that the Airport Representative was able to solve problems that occurred at the airport.
- c. In the dimension of responsiveness, Panorama Destination Bali Airport Representative employees are considered capable of being responsive in providing services to tourists, with an average value obtained of 3.61. In the dimension of physical evidence, the statement that received the highest average value was that the Airport Representative was able to understand well the requests of tourists and the statement that received the lowest average value was that the Airport Representative was able to respond quickly and responsively to the needs of tourists.
- d. In the guarantee dimension, Panorama Destination Bali Airport Representative employees are considered capable of providing guarantees for the services provided to tourists, with an average value obtained of 3.84. In the physical evidence dimension, the statement that received the highest average value was that the Airport Representative was honest with tourists and the statement that received the lowest average value was that the Airport Representative provided the best service to tourists.
- e. In the empathy dimension, Panorama Destination Bali Airport Representative employees have been able to be empathetic with tourists, with an average value obtained of 3.86. In the physical evidence dimension, the statement that gets the highest average value is that the Airport Representative is

friendly to tourists and the statement that gets the lowest average value is that the Airport Representative always prioritizes the needs of tourists.

5. REFERENCES

- Bagus, I., Saskara, P., Made, P. I., Negara, K., Made, N., Wijaya, S., S1, P. S., & Perjalanan Wisata, I. (n.d.). PERSEPSI WISATAWAN TERHADAP KUALITAS PELAYANAN PRAMUWISATA DI BALI. *Dinamika Administrasi*. (n.d.).
- Hayati, N., & Novitasari, D. (n.d.). An Analysis of Tourism Service Quality Toward Customer Satisfaction (Study on Tourists in Indonesia Travel Destinations to Bali). In *International Journal of Marketing and Human Resource Management (IJMHRM)* (Vol. 8, Issue 2). <http://iaeme.com/www/jifactor.com><http://iaeme.com/Home/issue/IJMHRM?Volume=8&Issue=2>
<http://iaeme.com/Home/journal/IJMHRM10>
- Liestiandre, H. K. (2021). PERSEPSI WISATAWAN TERHADAP KUALITAS DESTINASI PARIWISATA BALI. *JURNAL KEPARIWISATAAN*, 20(1), 1–17. <https://doi.org/10.52352/jpar.v20i1.449>
- RAHMIATI, F., OTHMAN, N. A., BAKRI, M. H., ISMAIL, Y., & AMIN, G. (2020). Tourism Service Quality and Tourism Product Availability on the Loyalty of International Tourists. *Journal of Asian Finance, Economics and Business*, 7(12), 959–968. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO12.959>
- Sekarti, N. K., Melano, W., & Darmaputra, P. G. E. (2022). Pelayanan Airport Representative pada Era New Normal di Hotel Four Seasons Resort Bali at Jimbaran Bay. *Journal of Hospitality Accommodation Management (JHAM)*, 1(1), 9–21. <https://doi.org/10.52352/jham.v1i1.717>
- Wijayanti, N. P. E., Darma Putra, I. N., & Eka Mahadewi, N. M. (2017). PERSPEKTIF WISATAWAN DOMESTIK TERHADAP KUALITAS PELAYANAN WISATA ARUNG JERAM DI SUNGAI AYUNG, BALI. *Jurnal Master Pariwisata (JUMPA)*. <https://doi.org/10.24843/jumpa.2017.v03.i02.p05>
- Rahjasa, P. S. L., Utama, I. P., & Wiarti, L. Y. (2022). The Effect of Promotion and E-WOM on Tourists' Intention to Visit Denpasar: Destination Image as a Mediating Variable. *International Journal of Applied Research in Tourism and Hospitality*, 1(1), 73-86. <https://doi.org/10.52352/jarthy.v1i1.735>
- Rahjasa, P. S. L., & Naur, L. (2024). PHENOMENA OF WELLNESS TOURISM: A CASE STUDY OF THE ACTUALITY OF WELLNESS TOURISM PARTICIPANTS IN SAYAN VILLAGE. *Jurnal Kepariwisata*, 23(1), 12-18.
- Damayanti, T., Tirtawati, N. M., Suastini, N. M., Febrianto, I. G. A., Adyatma, P., & Rahjasa, P. S. L. PROCEEDING OF THE 1st INTERNATIONAL CONFERENCE ON HOSPITALITY, TOURISM, AND ENTREPRENEURSHIP 2022 Tourism Transformation: Opportunities & Challenges in The New Era. <http://repo.ppb.ac.id/id/eprint/252>