

## THE IMPACT OF TOUR GUIDE SERVICE QUALITY AND TOURIST EXPERIENCE TOWARDS TOURIST SATISFACTION IN DISCOVA INDONESIA TOUR AND TRAVEL

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### ABSTRACT

This study investigates the impact of tour guide service quality and tourist experience on tourist satisfaction at Discova Indonesia Tour and Travel. Customer satisfaction can be defined as outcome-based satisfaction that describes satisfaction as the end state of the consumption experience, or as a process that emphasizes the perception, evaluation, and psychological processes that contribute to customer satisfaction. One of the factors that can affect customer satisfaction is the quality of tour guide services and also the tourist experience. The purpose of this study is to find out how the quality of tour guide services and the tourist experience affects tourist satisfaction. This research was conducted at the Discova Indonesia Travel Bureau by taking a sample of 100 respondents who were tourists. The data collection method uses a questionnaire and the collected data is analyzed using multiple regression analysis. The results of data analysis show that the quality of tour guide services has a positive and significant effect on tourist satisfaction. These results can be concluded that the higher the quality of tour guide services provided by the Discova Indonesia Travel Bureau, the more satisfaction tourists will feel. Tourist experience has a positive and significant effect on tourist satisfaction. Findings reveal that both service quality and tourist experience significantly influence satisfaction, with service quality showing the stronger impact. Practical recommendations for enhancing tour guide training and improving tourist experiences are discussed to support operational excellence at Discova.

### 1. INTRODUCTION

The tourism industry plays a significant role in Indonesia's economy. It encompasses various activities involving individuals traveling to and staying in locations beyond their usual surroundings for a duration of no more than one year, whether for leisure, business, or other purposes. As a social, cultural, and economic phenomenon, tourism involves the movement of people to destinations outside their typical environment, driven by personal, professional, or commercial interests. (Utami & Kafabih, 2021). Indonesia is famous for its diverse customs, traditions, and natural beauty.

The tourism sector is among the fastest-growing industries, providing Indonesia with an excellent opportunity to capitalize on its potential. Tourism is a significant contributor to Indonesia's national revenue. The country is rich in diverse natural resources and is known for being one of the most populous nations globally, as well as an archipelago with numerous islands. Bali serves as a prime example of Indonesia's natural tourist destinations. Renowned as a popular province to visit, Bali attracts visitors with its wide range of attractions, unique cultural practices, and traditions. Its stunning natural beauty, combined with a rich cultural heritage steeped in religious traditions, fosters creativity and sets it apart from other tourist destinations in the country. Guided by the philosophy of \*Tri Hita Karana\*, which emphasizes harmony, Balinese daily life is infused with rituals that promote peace and create a distinctive environment. (Nggini, 2019) Therefore, Bali has become a tourist destination chosen by domestic and foreign tourists.

Travel agencies hold a vital position within both the global and local tourism industries. Their roles and contributions are essential in ensuring that travelers enjoy safe, comfortable, and pleasant journeys. Beyond their significant impact on attracting tourists, travel agencies also play a key role in promoting and marketing tourism products. Discova Indonesia is one of the Travel Bureau companies in Bali that participates in selling tourism services and prioritizes tourist satisfaction.

**Table 1. Number of international tourist visits to Bali**

No	Month	Number of Travelers
1	Juli	9.921
2	Agustus	7.780
3	September	9.269
4	Oktober	8.726
5	November	7.139
6	Desember	8.595
	<b>Total</b>	<b>51.430</b>

Based on the data on tourist visits above, tourists who use services at Discova Indonesia from July to December are 51,430 tourists. In this context, Discova Indonesia significantly impacts the local economy by creating job opportunities, including positions such as tour guides. Tour guides interact directly with tourists, making their quality of service a crucial factor in determining visitor satisfaction. Their role involves providing information and guiding tourists throughout the journey. Tour guides are essential, as they not only share insights but also shape the “first impression” tourists have when visiting a new country. (Paramita et al., 2018). Tour guides serve not only as providers of information and instructions for tourists but also as representatives of the destinations they showcase, as they consistently accompany visitors at tourist attractions. The impressions tourists form about a destination are heavily influenced by the attitude and behavior of tour guides in delivering their services. (Purba et al., 2017).

The performance of tour guides can affect how travelers perceive a travel agency company. They are responsible for the success of the travel agency's group tour packages. Their professional competence can enhance tour experiences and memories that can satisfy travelers (Lin et al., 2017). Experience and tourism are defined as the subjective mental state felt by the participants. The value of an experience is cognitively preserved by an individual even after the service concludes. A visitor's journey begins well before reaching their destination and culminates in memories and potential plans for future visits. (Mendes et al., 2010). Customer satisfaction can be understood as an outcome-based measure, representing the final state achieved through the consumption experience. Alternatively, it can be viewed as a process that highlights the perceptions, evaluations, and psychological factors contributing to a customer's sense of satisfaction. A customer is considered satisfied if his experience is summed up in a weighted manner resulting in a feeling of pleasure when compared to his expectations. If the perceived performance of the service or product does not meet expectations, the customer will feel disappointed or dissatisfied (Al-Ababneh, 2013). Quality of service, such as infrastructure, safety, cleanliness, environment, consumer protection, and accessibility, are some of the reasons tourists are satisfied with their trip or travel (Munir et al., 2013). Specifically, traveler satisfaction is determined by a comparison of post-trip experience and pre-trip expectations. In other words, when a traveler's experience is compared to their expectations, a feeling of satisfaction arises (Sadeh et al., 2012)

The tourism industry increasingly recognizes the critical role of tour guide service quality and tourist experience in ensuring tourist satisfaction and loyalty. While previous studies have explored these factors broadly, limited research focuses on how they interact within the context of Indonesian travel agencies. This study addresses this gap by analyzing the impact of service quality and tourist experience on satisfaction at Discova Indonesia Tour and Travel, offering practical insights for improving service delivery and enhancing the tourist experience.

### Service Quality

According to (Kalebos, 2016), service quality is defined as the expected degree of perfection and the control over that level of excellence to satisfy client preferences. The less the difference between expectations and perceptions, the more satisfied customers are, according to this paradigm (Mak et al., 2010). Customers assess the quality of services received by comparing actual performance with their expectations. Satisfaction is achieved when the service quality meets or exceeds their expectations, indicated by a minimal gap between what they anticipate and the actual experience.

### Experience

In addition to the actual consumption of services, visitors' experiences as customers are dependent on their interactions and conversations with service providers. The tourist experience is the subjective mental state that participants go through and how they evaluate the experience, which consists of emotive, cognitive, and behavioral elements (Pujiastuti, 2020). It can be concluded that the underlying appeal present in all tourism activities is the quality of the experience. Travelers are likely to feel less bored and enjoy a more engaging and stimulating journey when the activities are more interactive and captivating. According to Prayogo, (2020) Since tourism is fundamentally experience-based, there is broad consensus in the literature about the necessity of creating tourism experiences. Experience is a key element of a tourist attraction. When visiting a specific place, tourists will provide a service regardless of whether it meets their needs. The experience of the traveler validates the attraction's existence. Every customer has unique needs and preferences, and their experience with a product or service will inevitably influence their level of satisfaction or dissatisfaction. (Pujiastuti, 2020).

### Tourist Satisfaction

Customer happiness is an important aspect of creating value for customers. Customer interest in purchasing goods or using the company's services grows because generating customer pleasure benefits the firm in a variety of ways, including fostering positive working relationships with its clients and laying the groundwork for client satisfaction. When someone compares the performance (results) of the product they are contemplating to the performance (results) of the product they anticipate, they will be satisfied or disappointed. Customers are unsatisfied when their performance does not meet their expectations. The customer is satisfied when the performance meets his expectations. When a performance exceeds expectations, the client is extremely pleased or delighted (Rio Sasongko, 2021).

Tse and Wilton (1988) define customer satisfaction as the customer's ability to assess the gap between past expectations (or other operating norms) and actual product performance. Consumer demand is the most important factor driving business success and competitiveness. Consequently, managers must understand the factors that enhance visitors' trust when they visit a destination, especially those related to service quality and available resources. Customer satisfaction is crucial as it greatly fosters loyalty. Thus, it is essential to identify the characteristics that influence visitor behavior. (Ngurah et al., 2017). It can be said that satisfaction arises when a person's needs or desires are fulfilled, leading to a feeling of pleasure. Customer satisfaction occurs when the performance of a product or service meets or exceeds expectations. This is the outcome of evaluating the features of the products or services used to fulfill their needs.

## 2. METHODS

This research is quantitative in nature, with the Slovin formula applied to determine the sample size. The study employs non-probability sampling techniques, specifically purposive sampling. The research was conducted at Discova Indonesia, and the population consists of foreign tourists who utilized Discova Indonesia's services. Data were collected through questionnaires, with a sample size of 100 tourists. For data analysis, multiple linear regression was used. The variables in this study include Service Quality (X1), Experience (X2), and Tourist Satisfaction (Y).

## 3. RESULTS AND DISCUSSIONS

### Results

The total number of respondents in this study was 107. 53 respondents were male (49.5%), and 54 respondents were female (50.5%). Responses from women outnumber those from men. This shows that Italian tourists who the sample of this study is predominantly composed of female respondents.. Respondents aged less than 17 years were 8 people (7.5%). Respondents aged 17-29 years were 28 people (26.2%). Respondents aged 30-39 years were 42 people (39.3%). Respondents aged 40-49 years were 23 people (21.5%). Meanwhile, respondents aged 50-60 years were 6 people (5.6%). In this study, respondents aged 30-39 The respondents in this study were mostly in the age group older than the others.

**Tabel 2. Validity Test Results**

No	Variable	Description	Person Corelation	Description
1	Tour Guide Service Quality	X1.1	0,761	Valid
		X1.2	0,718	Valid
		X1.3	0,732	Valid
		X1.4	0,783	Valid

		X1.5	0,787	Valid
		X1.6	0,660	Valid
		X1.7	0,738	Valid
		X1.8	0,846	Valid
		X1.9	0,855	Valid
		X1.10	0,772	Valid
		X1.11	0,827	Valid
		X1.12	0,772	Valid
		X1.13	0,832	Valid
		X1.14	0,726	Valid
		X1.15	0,654	Valid
		X1.16	0,795	Valid
		X1.17	0,683	Valid
		X1.18	0,626	Valid
		X1.19	0,637	Valid
		X1.20	0,452	Valid
2	Tourist Experience	X2.1	0,871	Valid
		X2.2	0,804	Valid
		X2.3	0,843	Valid
		X2.4	0,752	Valid
		X2.5	0,838	Valid
3	Tourist Satisfaction	Y1	0,676	Valid
		Y2	0,557	Valid
		Y3	0,701	Valid
		Y4	0,664	Valid
		Y5	0,723	Valid
		Y6	0,805	Valid
		Y7	0,723	Valid
		Y8	0,788	Valid
		Y9	0,791	Valid
		Y10	0,819	Valid
		Y11	0,758	Valid

Based on Table 4, it can be concluded that all question items from tour guide service quality, tourist experience and tourist satisfaction variables used in this study are valid.

**Tabel 3. Reliability Test Results**

No	Variable	Cronbach Alpha	Description
1.	Service quality (X1)	0,948	Reliable
2.	Tourist Experience (X2)	0,873	Reliable
3.	Tourist Satisfaction (Y)	0,921	Reliable

Based on Table 5 above, it can be observed that all variables, including tour guide service quality, tourist experience, and tourist satisfaction, have Cronbach's Alpha coefficients exceeding 0.60, indicating that all of these instruments are reliable.

**Tabel 4. Multiple Linear Regression Analysis Results**

Variable	Unstandardized		Standardized	t	Sig
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	20,161	4,739		4,255	0,000

Service quality	0,182	0,050	0,365	3,627	0,000
Tourist experience	0,609	0,222	0,276	2,742	0,007

Based on Table 3.3, the following equation can be made:

$$Y = 20.161 + 0.182 (X1) + 0.609 (X2)$$

Based on the above equation, it can be explained as follows:

It is known that the constant value of 20.161 means that if the variable quality of tour guide services and tourist experience is 0 (zero), then tourist satisfaction will increase by 20.161.  $\beta_1 = 0.182$ : means that the variable quality of tour guide service has a positive relationship with tourist satisfaction. That is, if the variable quality of tour guide service (X1) increases, then tourist satisfaction (Y) will increase by 0.182.

$\beta_2 = 0.609$ ; means that the tourist experience variable has a positive relationship to tourist satisfaction. This means that if the tourist experience variable (X2) increases, tourist satisfaction (Y) will increase by 0.609.

## Discussion

The results of hypothesis testing on the effect of tour guide service quality (X1) on tourist satisfaction (Y) show a regression coefficient of 0.182, indicating a positive relationship between tour guide service quality and tourist satisfaction. The t-test significance level is 0.000, which is less than 0.05, meaning there is a significant effect of tour guide service quality on tourist satisfaction, and thus H1 is accepted. This suggests that better tour guide service quality leads to higher tourist satisfaction. In conclusion, the higher the quality of tour guide services provided by Discova Indonesia Travel Bureau, the greater the increase in tourist satisfaction. The hypothesis testing results for the effect of tourist experience (X2) on tourist satisfaction (Y) show a regression coefficient of 0.609, indicating a positive relationship between the two variables. The t-test significance level is 0.007, which is smaller than 0.05, meaning there is a significant influence of tourist experience on tourist satisfaction, and H2 is accepted. This means that the more positive the tourist experience with Discova Indonesia Travel Bureau, the greater the increase in tourist satisfaction.

The results align with previous research highlighting the critical role of service quality in tourist satisfaction (Wong & Wang, 2018). Discova Indonesia can leverage these insights by investing in comprehensive tour guide training programs to enhance professionalism and knowledge delivery. Additionally, creating tailored and interactive tourist experiences can further enhance satisfaction, consistent with findings by Smith et al. (2020). These strategies can not only improve satisfaction but also foster loyalty and positive word-of-mouth, crucial for sustaining competitive advantage in the tourism industry.

## 4. CONCLUSION

The conclusion of the research on the Effect of Tourist Service Quality and Tourist Experience on Tourist Satisfaction at Discova Indonesia Travel Bureau reveals that all variables in this study have very good average values. Based on the data analysis and discussion in the previous chapter, the following conclusions can be drawn:

1. The quality of tour guide services has a positive and significant effect on tourist satisfaction. This conclusion is supported by the results of the multiple regression test, where  $\beta_1 = 0.182$ . It indicates that the higher the quality of tour guide services provided by Discova Indonesia Travel Bureau, the greater the satisfaction tourists will experience.

2. Tourist experience has a positive and significant effect on tourist satisfaction. This conclusion is also supported by the multiple regression test results, where  $\beta_2 = 0.609$ . It shows that the better the tourist experience gained from Discova Indonesia Travel Bureau, the higher the level of tourist satisfaction.

This study demonstrates that both tour guide service quality and tourist experience significantly influence tourist satisfaction, with service quality exerting a stronger impact. For travel agencies like Discova Indonesia, prioritizing tour guide training, emphasizing cultural competence, and curating immersive experiences are key strategies to enhance satisfaction. Future research could explore additional factors, such as digital engagement and sustainability practices, to provide a more comprehensive understanding of tourist satisfaction.

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