



The Effect of Service Quality on Domestic Tourist Satisfaction at Sanur - Nusa Lembongan Sea Transportation: A Case Study at D'Camel Fast Boat

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ABSTRACT

Studies on tourists' satisfaction has been an area of interest for many scholars, however the satisfaction of tourists visiting Nusa Lembongan, Bali by fast boat has not been given attention. This study, therefore, aimed to investigate the effect of service quality of D'Camel Fast Ferry on domestic travelers' satisfaction. Using five dimensions of service quality, which are reliability, responsiveness, assurance, empathy, tangible and using simple regression technique analysis with SPSS 23 device. There were 100 respondents in this research, using Purposive Sampling as the sampling technique. The data collected by using interviews and questionnaires. The result of the research showed that the quality service of D'Camel Fast Boat influence 50,2% of satisfaction on domestic travelers. The result service quality level is good, and satisfaction level of domestic travelers is good. The service quality of D'Camel Fast Boat must be increased so travelers could feel satisfied with the service given.

Keywords: service quality, transportation, tourist satisfaction

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1. INTRODUCTION

The link between customer behavior and service quality has demonstrated its significance in management and marketing (Valarie et al., 1996; Heskett & Sasser, 2010; Hutchinsona et al., 2009). Throughout previous decades, marketing literature and activities have given careful consideration to and utilized the concepts of service quality and service satisfaction. The benefits of contentment and quality have been lauded by marketing academics, who have cited them as indicators of an organization's competitive advantage (Ruyter, 1997). However, because it ultimately affects customers' repeated purchases, service loyalty is one of the most crucial elements of service marketing. In fact, loyal

consumers who make repeat purchases are regarded as the cornerstone of any business (Caruana, 2002). Despite the fact that these ideas have been used so frequently

Indonesia is defined as a country that has thousands of islands with various cultures and customs on each island, so that Indonesia's tourism potential is growing. Tourism is defined as an influential sector that creates foreign exchange earnings in Indonesia, so there is a need for an increase in fostering or increasing public awareness in the field of tourism. In practice, the tourism industry is supported by the provision of accommodation and transportation facilities. Means of transportation are stated as one of the most influential tourism supporters in the field of tourism to reach a tourist attraction which is divided into three parts, namely land, sea and air transportation. One of the facilities to increase tourist visits is sea transportation because Indonesia is an archipelagic country, sea transportation is the most chosen part of carrying out tourist trips from one island to another. How important is the role of transportation facilities in human life and tourism, so that the quality of service is made as good as possible for the convenience of using transportation.

One of the tourist attractions in Klungkung Regency that is of interest to domestic and foreign tourists is the island of Nusa Lembongan. Nusa Lembongan Island is part of the Nusa Islands which has an area of only 6.6 km², accompanied by only 4000 indigenous people. Nusa Lembongan is controlled by a coastal area with a beach length of 4.5 km, and has limited natural resources. However, Nusa Lembongan has advantages in terms of culture and natural beauty. Its natural beauty causes Nusa Lembongan Island to be known by local and foreign tourists who can carry out various tourist activities in the Nusa Lembongan area such as fishing, swimming on the beach, sailing using boats and other water sports activities in the Sunset Beach, Selagimpak, Selambung, Tanjung Sanghyang Beach areas. , Dream Beach, Pemalikan, Lebaoh (seaweed central beach) and on land which has been supported by tourism facilities and infrastructure. In addition to activities related to the beach area, tourists can visit various other destinations such as the Underground House, Buanyaran Art Shop Center, Gala-Gala Pegadungan Swamps, Batu Melawang Sarang Swallow Cave, Romantic Place Kolong Pandan Sunset Park and etc. There are several ports that can be used to go to the island of Nusa Lembongan, namely Tri Buwana Port and Sanur Denpasar Port which are available in the morning, afternoon and evening by means of speedboats or bounty cruises and Bali Hai Cruises which depart from Benoa port.

In order to visit Nusa Lembongan, you need sea transportation. Therefore, the use of sea transportation is stated to be very influential in the development of tourism in Nusa Lembongan, so that many tourism business actors provide sea transportation services that will make it easier for tourists but also accompanied by competition between companies. Therefore, tourism business actors are starting to implement various strategies to be able to face threats from competitors and be able to excel in competition through the services provided to the fullest. Services are stated as activities provided by business actors in meeting their needs so that customers feel satisfied, in this case tourists can feel the benefits of the services provided.

One of the sea transportation companies is D'Camel Fast Ferry, this company not only offers transportation services but also has tour packages (Snorkling Trip Discover Manta Ray, One Day Trip Full Activities, Nusa Penida Twin Islands Explorer, Stay Well Package, Nusa Penida West Trip, and Nusa Ceningan Island Tour) which can be ordered through the official website.

The interview which was conducted on September 22 2020 to Mr. Budayasa as a staff at D'Camel Fast Ferry said "complaints at D'Camel Fast Ferry are complaints about the fast boat crew service in guarding the luggage of tourists, so that some of the tourists' luggage is damaged, and there is a delay in departure time.

According to Kotler and Keller (2012) in (Muhammad, 2017:2) the suitability of achieving customer needs so as to create a sense of satisfaction from the resulting

performance is referred to as customer satisfaction. In practice, satisfied customers are formed through the fulfillment of several factors in the acceptance of services provided "Quality comes first, satisfaction programs follow" which is interpreted as a high sense of customer satisfaction will be influenced by the services provided optimally as well

In order to find out whether the effect of the quality of transportation services has an effect on the satisfaction of domestic tourists at the D'Camel Fast Ferry, that's why researchers are interested in conducting research with the title "The Influence of Service Quality on Domestic Tourist Satisfaction at the D'Camel Fast Ferry Sanur - Nusa Lembongan".

2. METHOD

The research was conducted at the D'Camel Fast Ferry Office located in South Denpasar, Denpasar City with data collected through interviews, observation, questionnaires, and documentation. The use of data in the implementation of the object under study was obtained based on primary and secondary data sources. The respondents used were domestic tourists who used the services of the D'Camel Fast Ferry totaling 100 respondents using the Purposive Sampling technique for determining the sample. Furthermore, data acquisition is then reviewed

Table 1. Items Coefficient Score

Variables	Score	Category	
Service Quality (X)	X ₃	0,827	Valid
	X ₄	0,768	Valid
	X ₅	0,815	Valid
	X ₆	0,784	Valid
	X ₇	0,809	Valid
	X ₈	0,746	Valid
	X ₉	0,819	Valid
	X ₁₀	0,750	Valid
	X ₁₁	0,844	Valid
	X ₁₂	0,819	Valid
	X ₁₃	0,774	Valid
	X ₁₄	0,844	Valid
	X ₁₅	0,772	Valid
Guest Satisfaction (Y)	Y ₁	0,833	Valid
	Y ₂	0,759	Valid
	Y ₃	0,892	Valid
	Y ₄	0,861	Valid

Table 1. shows the result that is the smallest coefficient value is 0.662. While the largest coefficient value is 0.892. The conclusion of the overall value of the 19 statement items in the implementation of research through research indicators is stated to be valid because it has more than a coefficient value of 0.3610 (Pratiwi, 2017).

3.1 Reliability Test Results

Through distributing questionnaires that have been distributed through Likert scale analysis (Sugiyono, 2018: 261). To test the validity and results of the research that has been carried out, the implementation of the research uses validity and reliability tests to test the research results (Ghozali, 2016), then proceed with analyzing simple linear regression with

the equation $Y' = a + bX$ where the regression coefficient will then be tested partially with the t-test and the correlation coefficient test and the coefficient of determination test.

3.2 Validity Test Results

In carrying out research, testing the reliability of variables is needed through questionnaires that have been distributed so that the validity of the research can be adjusted to the results of the research. The validity test is carried out through a comparison of the rcount value with the rtable. According to Sugiyono, the validity of the questionnaire occurs when $rcount \geq rtable$ (Sugiyono, 2013: 142).

Table 2. Validity Test

Variabel	Item	r_{hitung}	Keterangan
	X ₁	0,772	Valid
	X ₂	0,662	Valid

In carrying out research, the reliability of research instrument variants is very important to be tested through the Reliability test so that the results of the study can be stated for consistency at a predetermined time through the condition that the Cronbach's alpha value is greater than 0.6, the instrument can be said to be reliable (Sugiyono, 2013: 102))

Table 3 Reliability Test

Item Pernyataan	Total Item Pernyataan	<i>Cronbach's Alpha</i>	Keterangan
Kepuasan Wisatawan (Y)	4	0,840	Reliabel
Kualitas Pelayanan (X)	15	0,948	Reliabel

Based on the results of the table above, it is shown that all variable items prove that the average value as Cronbach's alpha has been declared reliable with the average value of Cronbach's alpha for the service quality variable of 0.948 and tourist satisfaction of 0.840 which is overall greater than 0.60.

3. RESULT AND DISCUSSION

3.1 Result

Simple Linear Regression Analysis is used to determine changes in the dependent variable (Y), namely tourist satisfaction which is influenced by the independent variable (X), namely service quality (Ghozali, 2016: 154).

Table 4. Reliability test

		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta		
1	(Constant)	2,944	1,264		2,330	,022
	Kualitas Pelayanan	,219	,022	,708	9,938	,000

a. Dependent Variable: Kepuasan Wisatawan

Based on the constant values and regression coefficient values of each independent variable, a simple linear regression equation is obtained as follows:

$$Y = 2.944 + 0.219 X$$

Information:

Y = Tourist Satisfaction X = Service Quality

a = Constant (2.944)

b = Regression coefficient (0.219)

3.4 T Test Results

In carrying out the research, the t test was carried out to provide information regarding the significance of the research based on the influence of the variables used (Sunnyoto, 2013: 50).

Table 5. t Test

Variabel	t-hitung	Sig	Keterangan
Kualitas Pelayanan (X)	9,938	0,000	Signifikan
Alpha (α) 0,05			

3.2 Discussion

Based on the table above, it is explained that the t count > t table = 9.938 > 1.660 and the significance value < α = 0.000 < 0.05 then H0 is rejected and Ha is accepted. Based on the results of the t test, it is stated that there is a significant effect of Service Quality on Domestic Tourist Satisfaction at the D'Camel Fast Ferry Sanur - Nusa Lembongan with an error rate of 5%, 95% confidence and a degree freedom 99.

Analysis of the correlation coefficient was carried out to determine the degree or strength of the relationship between service quality variables and tourist satisfaction variables.

Table 6. Correlation Coefficient Test

Correlations			
		Kualitas Pelayanan	Kepuasan Wisatawan
Kualitas Pelayanan	Pearson Correlation	1	,708**
	Sig. (2-tailed)		,000
	N	100	100
Kepuasan Wisatawan	Pearson Correlation	,708**	1
	Sig. (2-tailed)	,000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed using SPSS 23

Based on the results above, it is stated that the results of the correlation coefficient number between the use of variables are 0.708. Based on the criteria according to Sugiyono (2018: 183), that the value of 0.708 lies between 0.600 – 0.799 which states that the correlation or link between service quality and tourist satisfaction is strong.

In carrying out the research, the objective of the coefficient of determination test was carried out to provide information about the percentage influence of the variables in the study both in terms of the independent variable Quality of Service (X) on the dependent variable, namely Tourist Satisfaction (Y).

Table 6. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,708 ^a	,502	,497	1,52930

a. Predictors: (Constant), Kualitas Pelayanan

Source: Data processed using SPSS 23

Based on the results above, it is shown that the acquisition of an R square value of 0.502 with an explanation that there is an attachment to the independent variable of 50.2% (0.502 X 100%), the remaining 49.8% (100% - 50.2%) is not a variable used in the research carried out. According to Sugiyono's theory (2012: 184), in conducting research, the results obtained by the interval coefficient of determination with results between 40% - 59.9% are expressed as moderate results. If it is related to the results of the research carried out, then the acquisition of the research results is 50.2% with moderate influence on the dependent variable.

4. CONCLUSION

Based on the results of data analysis, there are some conclusions. Service Quality (X) has a positive and significant effect on Domestic Tourist Satisfaction (Y) at the D'Camel Fast Ferry Sanur - Nusa Lembongan which can be proven by a significance value of 0.000 < 0.05 with a tcount > t table = 9.938 > 1.660. Based on the results of the correlation coefficient test that the value of 0.708 lies in the range 0.600 – 0.799 so that it can be said that the correlation or relationship between service quality and tourist satisfaction is strong. The results of the analysis of the coefficient of determination show that Service Quality has a moderate effect of 50.2% on Tourist Satisfaction, while the remaining 49.8% is influenced by other factors outside of this study.

In accordance with the results of the effect of service quality on tourist satisfaction, namely 50.2% and the remaining 49.8% is influenced by other variables not examined in this study, for further research it is hoped that it can use other variables besides service quality variables in order to get better results and find out other variables that affect tourist satisfaction.

There are research results, namely service quality has a positive effect on domestic tourist satisfaction which has an effect of 50.2%. Even though the results are positive and influential, D'Camel Fast Ferry must improve the quality of its services. Because the value of domestic tourist responses on the reliability dimension gets the lowest score, D'Camel Fast Ferry should provide information about delayed departures via email or SMS to tourists, so that tourists can prepare other things if there is a delay in departure. Berisi pernyataan-pernyataan untuk menjawab permasalahan yang diuraikan pada bagian pendahuluan serta saran-saran untuk penelitian lanjutan jika diperlukan sesuai dengan hasil penelitian

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