

The Effect of Service Quality and Perceived Value to Visitor Satisfaction in Hot Waterboom Tourism Objects of Sapan Maluluang Kabupaten Solok Selatan

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Abstract

This study aims to Determine: (1) Effect of Service Quality on the Visitor Satisfaction on Hot Waterboom Sapan Maluluang Tourism Object. (2) Effect of Perceived Value on Visitor Satisfaction on Sapan Maluluang Hot Waterboom Attraction. This type of research is a causative study, where this study describes and analyzes the relationships between one variable with another variable or how a variable Affects of other variables. The population in this study were all people who had visited Sapan Maluluang Hot Waterboom Tourism Object, South Solok District. The sample used as many as 100 people, the sampling technique is purposive sampling. The type of the data used in this study are the data of primary and secondary data. Data analysis techniques used descriptive and inductive analysis through multiple regression analysis using SPSS version 16. The results of this study are: (1) service quality has a positive and significant effect on visitor satisfaction on Sapan Maluluang Hot Waterboom Attraction. (2) the perceived value has a positive and significant effect on visitor satisfaction of Attraction on the Hot Waterboom Sapan Maluluang.

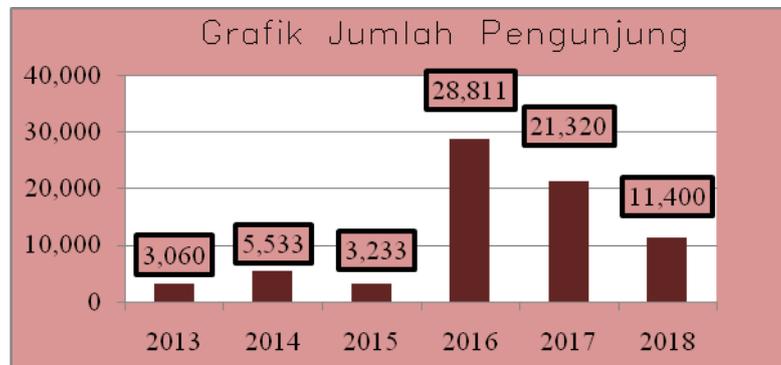
Keywords: *Visitor Satisfaction, Service Quality, Perceived Value*

Introduction

Tourism is one industry that could spur economic growth in a region and open up employment opportunities, income, live rates, and enable other sectors in the region/area. Attraction is the product or service offered by a travel company to attract the tourists that visit and enjoy the attractions on offer.

Hot Water Boom Sapan Maluluang South Solok is one of the flagship attraction in South Solok area, which has an area of almost 6 hectares presents a swimming pool contained vehicle warm water and warm water is sourced from the hot springs. Hot Waterboom Sapan Maluluang a source of hot water most in South Solok, with a very high temperature, very dangerous if touched skin, eyes water to a boil, like being cooked, used by a visitor to boil an egg and banana are already available for sale at this location ,

There is also the number of visitors to Hot Waterboom Sapan Maluluang from 2013 to 2018 can be seen from the following graph:



Source: Office of Tourism South Solok 2018

Figure 1 Amount of Visitor

Based on the graph above shows that the number of visitors to Hot Waterboom Sapan Maluluang which fluctuated from 2013 to 2015 and again experienced high aggrandizement year 2016. However, in 2017-2018 visitors has decreased.

All were caused by visitors who have visited the travel less satisfied, so do not want to go back again. With the state of the increase of visitors in 2016 at the graph above may be due to improvements in vehicle and waterboom new products, so that they increase drastically.

But in 2017 there is a decline in visitors in Waterboom, the decline could be happened because the disappointment of visitors in 2016 who visited the waterboom but the products given unsatisfactory pengelolah visitors, so visitors do not merokomendasikan on the nearest person or people around.

Next is the quality of service, where quality of service is to note, because when we visited on a tour if the service is not good enough then we will feel disappointed and dissatisfied. And what happens in the object Maluluang Tourism Hot Waterboom Sapan that ticket officers, hygiene, and parking is not so friendly and lack of attention to visitors and area attractions. And the most disappointing that a janitor, in which the janitor does not work well, because there are still a lot of rubbish strewn everywhere.

With the state of the increase of visitors in 2016 at the above graph could be due to improvements in vehicle and waterboom new products, so that they increase drastically. But in 2017 there is a decrease in visitors diwaterboom, the decline could be happened because the disappointment of visitors in the year 2016 been in waterboom but the products given unsatisfactory pengelolah visitors, so visitors do not merokomendasikan on the nearest person or people around.

Theoretical Review

Satisfaction

Satisfaction is feeling happy or disappointed someone who emerged after comparing the perception / impression of the performance (or result) of a product and expectations (Kotler, 2002: 42). Satisfaction is an emotional state, post-purchase their reaction could be anger, dissatisfaction, annoyance, neutrality, joy, or pleasure (Lovelock, 2005: 102)

This study uses three indicators of visitor satisfaction expressed by (Eky Nurrohman, 2018), 1) suitability of hope, 2) Interests visit again, 3) willingness recommend

Service quality

Service quality is a level of excellence that is expected in which control over the level of excellence aim to meet customer needs (Tjiptono, 2012). Quality of service is a level of excellence yang diharapkan and control over the level of excellence to meet the customer (Arief, 2006).

According to (Kotler and Keller, 2009: 52), there are five key dimensions of service quality, namely; 1) Physical Evidence (Tangibles) is the ability of a company to show the physical appearance to the consumer, such as the appearance of physical facilities, equipment personnel and communication materials, 2) Reliability (Reliability) is the ability to perform the promised service reliably and accurately, 3) Responsiveness (Responsiveness) is the willingness to help customers and provide timely service, 4) Assurance (Assurance) is the knowledge and courtesy of employees and the ability to demonstrate trust and confidence, 5) Empathy (Empathy) is a condition to pay attention and give personal attention to the consumer.

Perceived Value

The perceived value is the customer assessment carried out by comparing the benefits to be received by the sacrifices incurred to obtain a product / service. *Peceived value*(Perceived value) is the first step of success of transactions and consumer motivation to re-purchase (Holbrook, 1994). Perceived value is the overall consumer evaluation of the benefits of the products / services that can be from what they receive and what they give (Lai, 2004).

According to the study (Rasoolimanesh, BC, Dahalan, N., & Jaafar, M. 2016) There are three indicators that can be used to measure the perceived value that is; 1) functional value is a condition in which consumers feel their expectations according to the obtained, 2) Emotional value is a positive emotion that arises when using a product or service, 3) Social value is a condition in which consumers feel their social rank higher when using a product or service.

Influence Quality Service with Satisfaction

According to research (Sulviandani et al, 2018) that service quality has a positive and significant impact on satisfaction. A similar study conducted by (Dwi Prasetyo 2009), where the quality of service has a positive and significant impact on visitor satisfaction. (Thomas Aquinas Revelation and Adi Putranto 2016) suggests that service quality and significant positive effect on customer satisfaction. Research (Clara latitude and Sistiyo Andari, 2017) also suggests that service quality effect on visitor satisfaction.

Influence of Perceived Value Satisfaction

Customer satisfaction is a comparison between the performance of the received with expectations, where customer satisfaction depends on the customer's perceived value itself. (Lai and Chen, 2011) suggests that the perceived value significantly influence customer satisfaction. This happens because of their suitability expectations and reality which is expected by the customer. Thus affecting consumer satisfaction where consumers will be happy to share experiences and continue to use the products / services. The statement also reinforced by the results of the study (Lien, Wen and Wu, 2011) which says that the perceived value has a positive effect on visitor satisfaction.

Conceptual Framework

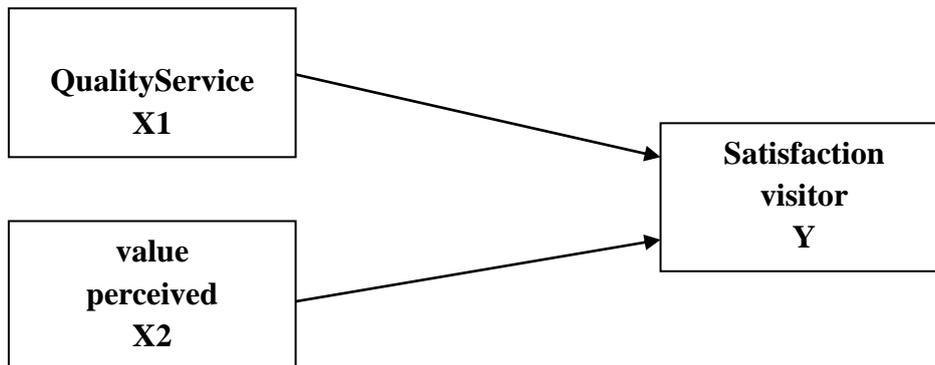


Figure 2 Conceptual Framework

Hypotheses

- H1: Service Quality significant and positive impact on visitor satisfaction
- H2: Perceived value significant and positive impact on visitor satisfaction

Methods

This type of research is classified as causal research. This research was conducted in Attractions Hot Waterboom Sapan Maluluang South Solok. The research was done to people who have been in Attractions Hot Waterboom the Maluluang Sapan. When the study was conducted in 2019. In this study will be used as the population is all the people who've been in Attractions Hot Waterboom the Maluluang Sapan. To determine how many samples will be taken in a population that is, it can be used a mathematical formula as a

tool to set targets for the optimal sample, according to Cochran and Syofyan (2010: 149) for the determination of the number of samples daam a large population can be used formula as follows :

$$\frac{1,96)^2(0,5)(1-0,5)}{(0,10)^2}$$

n = 96.04

Samples were obtained under the above calculation formula that is 96.04 sample, but given the interest and consideration of some of the things on this study, the number is rounded to the number 100 sample.

Table 1. Definitions Operational

Number	variables	Definition	Indicator	Scale
1	visitor satisfaction	Satisfaction is feeling happy or disappointed someone who emerged after comparing the perception / impression of the performance (or result) of a product and hopes to Kotler (2002: 42).	a. suitability of hope b. Interests visit again c. willingness recommend <i>Source: (Eky Nurrohman 2018)</i>	
2	Service quality	Service quality is a level of excellence that is expected in which control over the level of excellence aim to meet customer needs Tjiptono, (2012).	a. Physical evidence b. reliability c. Responsiveness d. security e. empathy <i>Source: (Kotler and Keller 2009)</i>	Likert
3	Perceived Value	Perceived value is the overall consumer evaluation of the benefits of the products / services that can be from what they receive and what they give Lai, (2004).	a. functional value b. emotional value c. The social value <i>Source: (Rasoolimanes, BC, Dahalan, N., & Jaafar, M. 2016)</i>	

Before the questionnaire distributed it is necessary to test the research instrument to see the validity and reliability. Validity test results can be seen in the following table:

Table 2. Statement Invalid Item

Statement Number	Indicator	Statement	value CITC	Information
1	Service quality	The building and interior Attractions: Hot Waterboom nice and interesting	0.097	Invalid

Source: Primary data is processed, Year 2019.

Based on data from the two items above are not valid statement, referring to the provisions of the writer decided to issue the statement and the two items can not be used in research to measure this. While the reliability test results of the research instrument can be seen in the following table

Table 3. Results Test Reliability

Number	variables	coefficient alpha	Information
1	Visitor satisfaction (Y)	0.869	<i>reliable</i>
2	Service Quality (X1)	0.949	<i>reliable</i>
3	Perceived value (X2)	0.805	<i>reliable</i>

Source: Primary data is processed, Year 2019.

Based on the above table, the alpha coefficient values obtained averages close to 1 indicating that the study is considered reliable.

Results and Discussion

Description of Respondents

The following will describe the characteristics of respondents based on these characteristics:

Table 4. Characteristics of Respondents by Gender

Number	Gender	Number of people	Percentage
1	Man	49	49%
2	woman	51	51%
Total		100	100%

Source: Primary Data Processed, 2019.

Based on the table above we can see from a total of 100 respondents, 49 (49%) were male respondents and 51 (51%) were female participants.

In the following table illustrated description of survey respondents by age can be seen in the following table:

Table 5. Characteristics of Respondents by Age

Number	Age	Number of people	Percentage
1	16-25 Years	71	71%
2	26-35 Years	22	22%
3	36-45 Years	7	7%
4	> 45 Years	-	-
Total		100	100%

Source: Primary Data Processed, 2019.

The results showed that the proportion of respondents by age groupings as shown in the table where the largest proportion of respondents who are aged between 16-25 years with a percentage of 71% and the least aged between 36-45 years with a number of respondents 7 people.

In the following table illustrated description of survey respondents by level of education can be seen in the following table

Table 6. Characteristics of Respondents by Education Level

Number	Level of education	Number of people	Percentage
1	SD	5	5%
2	Junior high / high school / high school	61	61%
3	D3 / D4	4	4%
4	S1	26	26%
5	S2	2	2%
6	S3	2	2%
Total		100	100%

Source: Primary Data Processed, 2019.

The results showed that the proportion of the grouping of respondents by education level last seen the largest proportion of respondents are respondents with secondary education / high school / senior high school with a percentage of 61%.

In the following table based survey respondents described job description can be seen in the following table:

Table 7. Characteristics of Respondents by Job

Number	Work	Number of people	Percentage
1	Student / Student	39	39%
2	Entrepreneur	15	15%
3	Servants / Private Employees	15	15%
4	More	31	31%
Total		100	100%

Source: Primary Data Processed, 2019.

The results showed that the proportion of respondents by job grouping seen the largest proportion of respondents are respondents with the work of the Student / Student with a percentage of 39%.

In the following table illustrated description of survey respondents based Been Recently time can be seen in the following table:

Table 8. Characteristics of Respondents by Visit

Number	Year	Number of people	Percentage
1	2015	-	-
2	2016	1	1%
3	2017	13	13%
4	2018	25	25%
5	2019	61	61%
Total		100	100%

Source: Primary Data Processed, 2019.

The results showed that the proportion of respondents by last visit classification as shown in Table, where the largest proportion for the years of 2019 and that at least in 2016 with the number of respondents 1.

Multiple Regression Analysis

Table 9 .Regression Coefficients

Coefficients ^a		Coefficients unstandardized		standardized	t	Sig.
Model		B	Std. Error	beta		
1	(Constant)	1,023	1,492		.686	.494
	Service quality	.335	.064	.508	5254	.000
	Value_Perceived	.293	.102	.279	2,885	.005

a. Dependent Variable: Visitor Satisfaction

Source: Primary Data Processed, 2019.

From Table 9 above it can be determined multiple regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$\hat{Y} = 1.023 + 0,335X_1 + 0,293X_2$$

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From the equation it can be concluded that:

- 1) From the multiple linear regression model can be seen above the constant value of 1.023, which means that in the absence of independent variables Service Quality and Perceived Value, the Visitor Satisfaction Achieving constant value of 1.023.
- 2) Variable Quality of Service (X1) having a positive regression coefficient of 0.335. Means Quality of Service has a positive relationship to visitor satisfaction. If the variable Quality of Service (X1) rises one unit, then the Visitor Satisfaction (Y) will increase by 0.335. This means that the higher the service quality, the higher the level of visitor satisfaction Attractions Hot Waterboom.
- 3) Variable Value Perceived (X2) having a positive regression coefficient of 0.293. Means Value Perceived have a positive relationship to visitor satisfaction. If the variable Perceived Value (X2) increased the unit, then the Visitor Satisfaction (Y) will increase by 0,293. This means that the higher the Perceived Value, the higher the satisfaction Visitor Attractions Hot Waterboom.

Stimultan test (test F)

Table 10. Test F

ANOVA ^b						
	Model	Sum of Squares	df	mean Square	F	Sig.
1	Regression	861 695	2	430 847	55 600	.000a
	residual	751 665	97	7749		
	Total	1613.360	99			

a. Predictors: (Constant), Nilai_Yang_Dirasakan, Kualitas_Pelayanan

b. Dependent Variable: Kepuasan_Pengunjung

Source: Primary Data Processed, 2019.

SPSS data processing results on the F test to test whether the model used has been fixed or not. The benchmark used is to compare the significant value achieved with $\alpha = 0.05$. If the F Significantly smaller than 0.05, the regression equation obtained reliable.

Based on Table 10, it can be seen that significant is 0.000 or less than 0.05, it can be said that the regression equation used is fixed and the model can be used to test the research.

Determination test (R2)

Table 11. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731a	.534	.524	2,784

a. Predictors: (Constant), Nilai_Yang_Dirasakan, Kualitas_Pelayanan

Source: Primary Data Processed, 2019.

From Table 11 above it can be seen Adjusted R Square of 0.534 means that the contribution of Service Quality and Perceived Value to the satisfaction of the visitor attractions Hot Waterboom was 53.4%, while 46.6% is determined by other factors not included in this study.

Hypothesis test (t test)

The t-test is basically used to observe the effect of independent variables on the dependent variable partially. Where in this study to see Influence of Service Quality and Perceived Value to the satisfaction of the visitor attractions mengamsumkan Hot Waterboom with other variables are constant.

Table 12. Results of Analysis

Coefficientsa						
Model		Coefficients unstandardized		standardized		
		B	Std. Error	beta	thit	Sig.
1	(Constant)	1,023	1,492		.686	.494
	Service quality	.335	.064	.508	5254	.000
	Value_Perceived	.293	.102	.279	2,885	.005

a. Dependent Variable: Visitor Satisfaction

Source: Primary Data Processed, 2019.

Table 12. Based on the analysis above using SPSS software, the obtained results of the hypothesis as follows:

1. Hypothesis 1

Service Quality and significant positive impact on visitor satisfaction in Attractions Hot Waterboom. Based on the results of analysis $t_{hit} > t_{table} = 5.254 > 1.984$ with $sig = 0.000 < 0.05$. Thus it can be argued that H_0 is rejected and H_a accepted. This indicates that the first hypothesis is accepted.

2. hypothesis 2

Value Perceived positive and significant impact on visitor satisfaction in Attractions Hot Waterboom. Based on the results of analysis that $t\text{-table} = 2.885 > 1.984$ with $\text{sig} = 0.005 < 0.05$. Thus it can be argued that H_0 is rejected and H_a accepted. This indicates that the second hypothesis is accepted.

Discussion

This discussion aims to explain and interpret the results of research with the purpose of research. Based on the analysis that has been done there are significant inter-related variables, namely:

Effect of Service Quality on the Visitor Satisfaction Attractions Hot Waterboom

Based on the survey results revealed that there is a positive and significant impact Quality of Service (X1) to the satisfaction of visitors (Y) in Attractions Hot Waterboom. The higher the quality of services provided, the higher visitor satisfaction and so conversely the lack of service quality, the lower visitor satisfaction.

The results are consistent with studies done (Dwi Prasetyo 2009), which states that service quality and significant positive effect on customer satisfaction. According to (Ilda Amalia and Murwatiningsih, 2016), which revealed that service quality and significant positive effect on customer satisfaction.

A similar study conducted by (Clara Gantara and Sistiyo Andari, 2017) which states that service quality and significant positive effect on customer satisfaction. Research (Thomas Aquinas and Adi Putranto, 2016) which states that the quality of services and significant positive effect on customer satisfaction. According to (Razavi et al, 2012) says that service quality has a significant and positive effect on customer satisfaction.

Attractions Hot Waterboom Sapan Maluluang should improve the quality of service by listening to the willingness of visitors and improve their performance so that the creation of visitor satisfaction. If visitors are satisfied with the service that is provided so visitors will be happy to recommend it to others or would come back at another time.

Influence of Perceived Value to the Satisfaction of the Visitor Attractions Hot Waterboom

Based on the survey results revealed that there is a positive and significant impact Perceived Value (X2) to the satisfaction of visitors (Y) in Attractions Hot Waterboom. The higher the value Perceived given the higher visitor satisfaction and so conversely the lower value, the lower Perceived visitor satisfaction.

Satisfaction is a comparison of the performance received with expectations, where customer satisfaction depends on the perceived value itself. (Nova Ady Christianti, 2012) explained that the perceived value has a significant and positive relationship to consumer satisfaction. The phenomenon described is the higher perceived value, the higher customer satisfaction.

This significant testing results give support to research (Ryu, 2011) which states there is a positive significant relationship between perceived value and customer satisfaction in the restaurant patrons. Supporting this opinion, (Chiou, 2004) shows that customer perceived value is an important driver of customer satisfaction with the service providers.

This means the visitor satisfaction Attractions Hot Waterboom created when the level of perception of the value it receives is able to meet the needs and in accordance with the expectations of the minds of visitors, so visitors will feel satisfied.

Conclusion

Based on the results of this study on the influence of Service Quality and Perceived Value to the satisfaction of the visitor attractions Sapan Maluluang Hot Waterboom South Solok it can be concluded with the following description; 1) Variable Quality of Service (X1) has a positive and significant impact on visitor satisfaction in Attractions Hot Waterboom Sapan Maluluang South Solok. In the sense that a good quality of service provided by the Hot Waterboom attractions to the visitors to increase visitor satisfaction itself, 2) Variable Value Perceived (X2) has a positive and significant impact on visitor satisfaction in Attractions Hot Waterboom Sapan Maluluang South Solok. In the sense that the visitor satisfaction Attractions Hot

Waterboom created when the level of perception of the value it receives is able to meet the needs and in accordance with the expectations of the minds of visitors, so visitors will feel satisfied.

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