

THE INFLUENCE OF TOURISM FACILITIES AND SERVICE QUALITY ON TOURIST SATISFACTION AT AIR CINA BEACH, KUPANG DISTRICT

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Abstract— *This study aims to determine the effect of tourist facilities and service quality on tourist satisfaction where Air China Beach is the main object of this study. The beach is a place that is visited by many tourists because it offers a variety of beauty, ranging from stretches of white sand, sunsets and so on. Air China Beach presents the beauty of the sea which is blue in color, the beach sand is clean and slightly pink in color with an area that is sufficient for various tourist activities so that many tourists visit. Therefore, adequate tourist facilities and quality services are needed so as to create tourist satisfaction. This type of research uses a quantitative descriptive method with primary and secondary data sources. Data collection techniques through observation, interviews, questionnaires and literature study. Data analysis techniques in this study through preliminary analysis and further analysis. Furthermore, the preliminary analysis consisted of a validity test to measure the validity of the questionnaire and a reliability test and test was carried out by further analysis of the Cronbach Alpha technique. The number of samples in this study were 50 people. The results of this study indicate that tourism facilities (X1) and service quality (X2) simultaneously and partially affect tourist satisfaction (Y). This is shown by the results of the T-test that the variable tourism facilities (X1) and service quality (X2) partially affect tourist satisfaction (Y) because the significance value is <0.05 . The significance value of tourism facilities is 0.001 and the significance value of service quality is 0.019. Furthermore, the results of the F test simultaneously have a significant effect with a significance value of $0.000 < 0.05$. Thus the hypothesis in this study is accepted and the multiple linear regression equation in this study is: $Y = 9.143 + 0.389X + 0.181$*

Keywords— *Tourism Facilities, Service Quality, Tourist Satisfaction*

I. INTRODUCTION

Indonesia is a country that has a high tourism growth rate and also has tourism potential that is not inferior to other countries. Utilization of the tourism sector must be supported by quality human resources and adequate tourist facilities accompanied by quality services so that visiting tourists feel satisfied in these tourist spots.

Tourism is a trip undertaken with the aim of recreation or vacation where this activity is supported by various facilities and quality human resources in providing good services for visitors or tourists. Human Resources who work in a company or organization are the main assets for the progress of the company and this will determine work performance, dedication and love for the work assigned to them. In the increasingly fierce competition that occurs in various industries including the tourism industry as it is today, it requires human resources who are ready and skilled in providing quality services to tourists.

Referring to the above, tourist facilities play an important role in creating tourist satisfaction so that more serious attention is needed both in terms of quality, cleanliness and also the need to add new facilities which are still considered lacking. Furthermore, tourist facilities are facilities that aim to serve and facilitate the activities or activities of visitors or tourists that they do to get recreational experiences, relieve fatigue and boredom from various tiring activities.

However, facilities are not the only factors that can stimulate tourist arrivals to a tourist spot. but its absence can prevent tourists from enjoying tourist attractions. Therefore facilities are needed as an effort to serve and facilitate tourist activities or activities in the places they visit and it is not uncommon for tourists to visit a place, because they are attracted by the conveniences that can be obtained through facilities [1]. Furthermore, service quality is also an important aspect that can

create tourist satisfaction. Service is a form of activity carried out by the industry in order to fulfill what consumers want. Service in this case is interpreted as a service or service delivered by the service owner in the form of convenience, speed, relationship, ability and hospitality in order to provide the best service to increase tourist satisfaction.

Tourist satisfaction refers to the results of tourist evaluations and comparisons of perceptions of product or service performance with expectations [2]. Tourist satisfaction related to travel experience consists of accommodation, natural environment, social environment and others. Tourist satisfaction is related to the quality of the product obtained so that it has an impact on the return of these tourists to the tourist attractions they have visited.

With regard to this research using the variable Tourism Facilities, Service Quality and Consumer Satisfaction at this research location it is still rarely done. Air China Beach is located in Lifuleo Village, West Kupang District, Kupang Regency. The distance from downtown Kupang is approximately 42 Km, and after that still have to travel 5 Km from the main road to arrive at Air China Beach. Air China Beach presents the beauty of the sea which is bluish in color, the beach sand is clean and slightly pink in color with an area that is sufficient for various tourist activities. With this uniqueness, Air China Beach is visited by many visitors, especially on weekends or holidays. However, this has not been supported by good facilities starting from the main facilities such as cleanliness on the beach which is still lacking as well as the lack of provision of supporting facilities such as places to eat and drink, as well as shopping places and complementary facilities for example the lack of lighting and there are still several damaged lopo which need to be repaired and there still needs to be additional lopo and the addition of trash cans and other facilities and tourist culinary delights only exist on certain days, for example on holidays around tourist sites.

In addition to tourist facilities, there are other factors that are no less important, namely the quality of service that needs to be improved by officers in serving visitors. The facilities and quality of service that are not maximal at this tourist location certainly have a big impact on tourist satisfaction. Customer satisfaction relates to a person's feelings of pleasure or disappointment that arise after comparing the expected service performance (outcome) to the expected performance. Visitors will feel satisfied if they get good service or in accordance with expectations and vice versa if the service obtained is not in accordance with what is expected, tourists will feel disappointed.

Considering the gap in the existing literature, this study explores tourism facilities and service quality on tourist satisfaction considering that recently Air China beach has become known and many have traveled especially on weekends, so the urgency of this research can be a basis for developing further studies in the field of tourist.

Therefore this research is considered important because the government of Lifuleo Village, Kupang Regency can take strategic steps in building and repairing inadequate facilities and can improve the quality of existing services in tourist attractions so that it can have an impact on tourist satisfaction. With the creation of tourist satisfaction, they will return to visit these tourist attractions by inviting family, friends or relatives and they can also promote to others about these tourist attractions. Thus, this can increase income both in the local community and in related agencies.

Furthermore, the formulation of the problem in this study is:

- (1). How does the influence of tourist facilities and service quality partially on tourist satisfaction at Air China Beach, Kupang Regency?
- (2). How does the influence of tourist facilities and service quality simultaneously on tourist satisfaction at Air China Beach, Kupang Regency?

The aim of this research is:

- (1). To determine the effect of tourist facilities and service quality partially on tourist satisfaction at Air China Beach, Kupang Regency.
- (2). To determine the effect of tourist facilities and service quality simultaneously on tourist satisfaction at Air China Beach, Kupang Regency

II. LITERATURE REVIEW

a. Tourism Facilities

Facilities are services provided by a tourist attraction to support or support the activities of tourists visiting a tourist attraction. The availability of these tourist facilities is very important in tourist destinations. [3]. Facilities are physical equipment and are provided by service sellers to support consumer convenience. Furthermore [4] Facilities related to "facilities and infrastructure that support the operation of tourist objects to accommodate all the needs of tourists, do not directly encourage growth but develop at the same time or after attractions develop". Tourist facilities are all facilities whose function is to meet the needs of tourists who live temporarily in the tourist destinations they visit, where they can

relax and enjoy and participate in the activities available in the tourist destinations [1]. Tourist facilities also refer to all forms of facilities that specifically aim to support the creation of a sense of comfort, convenience, and safety for tourists when carrying out tourism activities at a tourist destination [6]. Facilities are important things that need attention in order to develop tourism.[7] Tourist facilities are grouped into three parts, namely: main facilities, supporting facilities and supporting facilities [8].

b. Service Quality

Service quality can be identified by comparing tourists' perceptions of the services they receive with the services they expect. Service quality is an effort to meet the needs and desires in accordance with customer expectations. The better the service quality of a company to customers, the higher the level of customer satisfaction from customers [9]. Furthermore, service quality is related to the expected level of excellence in meeting customer desires and expectations [10]. In this case that service quality is an important component that must be considered in providing excellent service quality. [11]. Service quality is also the fulfillment of the needs and desires of customers and the accuracy of delivery to match the expectations of customers [12]. Service quality is associated with efforts to fulfill tourists' needs and desires as well as the accuracy of delivery in accordance with what tourists expect. [13]. Thus, service quality is centered on efforts to fulfill customer needs and desires and the accuracy of their delivery to offset customer expectations [14]] in which service quality indicators are: Direct evidence, Reliability, Responsiveness, Assurance and Empathy.

c. Tourist Satisfaction

Satisfaction is related to the feelings that exist within tourists after comparing the performance/results felt with the expectations of the tourists themselves. [15]. Tourist satisfaction compares the product performance produced with the performance felt by tourists. Tourist satisfaction is a response that exists in the tourists themselves in the form of feelings of pleasure or disappointment after enjoying a tourism product, which can be measured based on the pleasure of the experience, conformity with expectations, pleasure with the decision to visit, and appropriate services and prices [16]. Tourist satisfaction is an overall measure of tourist ratings on each quality of tourist destinations [17]. Satisfaction is obtained when the needs and desires of tourists are met, while human desires and needs are always changing and have no limits [18]. Tourist satisfaction is the difference between expectations before and after visiting a tourist attraction location.[19].Furthermore, that consumer satisfaction is someone's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of with the performance expected by tourists, with indicators: Conformity of tourist expectations, interest in visiting again and willingness to recommend. [20].

Based on the description and theoretical basis in this study, the framework can be described as follows:

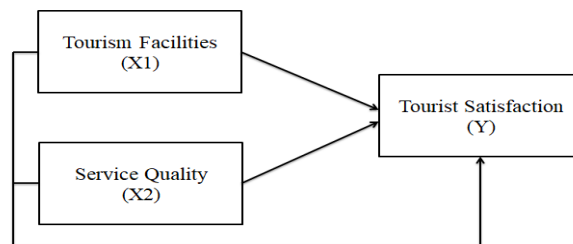


Figure 1. Research Model Framework

Table I. Research Concept

| No | Variable | Variable operational definitions | Indicator | Likert scale |
|----|-------------------------|--|---|---|
| 1 | Tourist Facility (X1) | Tourist facilities refer to all forms of facilities that specifically aim to support the creation of a sense of comfort, convenience, and safety for tourists when carrying out tourism activities at a tourist destination. | - Main Facilities - Supporting Facilities - complementary facilities | 5 = Strongly agree 4 = Agree 3 = Undecided 2 = Disagree 1 = Strongly disagree |
| 2. | Quality of service (X2) | Service quality is the fulfillment of the needs and desires of customers and the accuracy of delivery to match the expectations of customers | -Tangibles - Reliability - Responsiveness - Assurance - Empathy | 5 = Strongly agree 4 = Agree 3 = Undecided 2 = Disagree 1 = Strongly disagree |
| 3 | Tourist | Consumer satisfaction is a person's | - Accordance with | 5 = Strongly agree |

| | | | | |
|--|------------------|---|--|---|
| | Satisfaction (Y) | feeling of pleasure or disappointment that arises after comparing the performance (results) of the product in mind with the performance expected by tourists. | tourist expectations - Interest in visiting again - Willingness to recommend | 4 = Agree 3 = Undecided 2 = Disagree 1 = Strongly disagree |
|--|------------------|---|--|---|

III. METHOD

This study examines the influence of tourist facilities and service quality on tourist satisfaction at Air China Beach, Kupang Regency. This type of research is survey research and the method used is quantitative methods with primary and secondary data sources. Data collection techniques through observation, interviews, questionnaires and literature study. Data analysis techniques in this study through preliminary analysis and advanced analysis. Preliminary analysis consists of a validity test to measure whether or not a questionnaire is

valid and a reliability test is carried out using the Alpha cronbach technique [21]. The population in this study were tourists visiting Air China Beach with a sample of 50 people. Hypothesis testing is used to answer the research hypothesis H1 = Tourism Facilities (X1), Service Quality (X2) Partially affects Tourist Satisfaction (Y) and H2 = Tourism Facilities (X1), Service Quality (X2), simultaneously influences Tourist Satisfaction .

IV. RESULTS AND DISCUSSION

Air China Beach is located in Lifuleo Village, West Kupang District, Kupang Regency. The distance from downtown Kupang is approximately 42 Km. Air China Beach presents the beauty of the sea which is bluish in color, the beach sand is clean and slightly pink in color. Many visitors come to be creative so it needs to be supported by tourist facilities and good quality service in serving tourists. This can be explained as follows:

a. How does the influence of tourist facilities (X1) and service quality (X2) affect tourist satisfaction at Air China Beach, Kab. Kupang.

To answer the first problem in this study, it can be seen in the T test below:

Table 2. T Test Results
Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 9.143 | 2.143 | | 4.267 | .000 |
| 1 X1 | .389 | .113 | .469 | 3.432 | .001 |
| X2 | .181 | .074 | .332 | 2.425 | .019 |

a. Dependent Variable: Variabel Y

From table 2 the results of the T test show that the variable Tourism Facilities (X1) partially influences tourist satisfaction (Y) because its significance value is less than 0.05. the significance value of tourist facilities is 0.001. This is in line with research conducted by Natalia, Clarissa Yohana et al (2020) [22], Wulandari, Arviana et al (2022) [23]. Furthermore, the variable Service Quality (X2) partially influences tourist satisfaction (Y) because its significance value is less than 0.05. the significance value of service quality is 0.019. The results of this study are the same as the results of research conducted by Larasati [24], Azliansyah, Teuku, et al [25].

To answer the second problem in this study, it can be seen in the F test (Annova) as shown in the table below:

Table 3. F Test Result

| ANOVA ^a | | | | | |
|--------------------|----------------|----|-------------|--------|-------------------|
| Model | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 Regression | 214.331 | 2 | 107.166 | 28.337 | .000 ^b |
| Residual | 177.749 | 47 | 3.782 | | |
| Total | 392.080 | 49 | | | |

a. Dependent Variable: Variabel Y

b. Predictors: (Constant), X2, X1

In table 3, the results of the F test show that the two variables simultaneously affect tourist satisfaction. The significance value is: 0.000. this significant value is smaller than the significant value of 0.05. then it can be concluded that the second

hypothesis is accepted, namely the variable Tourism Facilities (X1), Service Quality (X2), simultaneously influencing tourist satisfaction. By accepting the hypothesis, the problems in this study have been answered, namely tourism facilities (X1), service quality (X2) simultaneously affect tourist satisfaction at Air China Beach, Kupang Regency and the multiple linear regression equation is: $Y = 9.143 + 0.389X_1 + 0.181X_2$. Furthermore, the results of this study are supported by the results of research conducted by: Rahadian [26], Ridwan [27], Suyatno, et al [28].

By looking at the R Square test (Coefficient of Determination Test) in table 4 below, the contribution of the 2 independent variables, namely Tourism Facilities, Service Quality, to the dependent variable is 54.7%. This means that around 45.3% is influenced by other variables not mentioned in this study.

Determination Result

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .739 ^a | .547 | .527 | 1.94471 |

a. Predictors: (Constant), X2, X1

V. Conclusion

1. Tourism Facilities (X1), Service Quality (X2) simultaneously affect tourist satisfaction (Y) with a significance value of 0.000.
2. Tourism Facilities Variable (X1) and Service Quality Variable (X2) partially affect Tourist Satisfaction (Y). The significance value of tourism facilities (X1) is 0.001 and the significance value of service quality (X2) is 0.019. For these two variables both partially and simultaneously < 0.05 . Based on this, to increase tourist satisfaction, adequate facilities are needed starting from the main facilities, supporting facilities and also complementary facilities and must be supported by quality services which include direct evidence, reliability, responsiveness, assurance and empathy. This must exist in the officers who are in tourist attractions so that tourist satisfaction can be created. The better the facilities and quality of service felt by tourists while in tourist attractions, the more satisfied they will be and the impact on tourists' desire to visit again and are also willing to recommend Air China Beach to acquaintances, family and friends.
3. Based on the explanation above, it is suggested for future researchers to conduct further research related to tourism facilities, service quality and also tourist satisfaction so that they can increase knowledge and of course also benefit the government and also managers of tourist attractions so that they can take strategic steps in development of the tourist spot

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