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The Effect of Service Quality of Tourism Facilities on Visitors Satisfaction

(Case Study: Panjang Island, Pulau Banyak District, Aceh Singkil Regency)

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ABSTRACT: This study aims to analyze the influence of service quality of tourist facilities on visitor satisfaction at tourist destinations Panjang Island, Pulau Banyak District, Aceh Singkil Regency. This research is a quantitative descriptive type, collecting data using questionnaires and observation as well as studying the literature, the results of the research are measured using a Likert scale which is described and interpreted on a theoretical basis. The results of this study found that the service quality of Panjang Island tourism facilities was in the good category by influencing visitor satisfaction by 36.6% in the satisfied category which had implications for increasing the number of tourist visits each year.

KEYWORDS : Tour, Amenitas, Means, Visitors, Quality, Service, Satisfaction

I. INTRODUCTION

Indonesia is a maritime country and has a very wide coastline, consisting of a group of large islands to a cluster of small islands and there are so many tourist objects that are spread all over the archipelago and have various kinds of potential. Indonesia has made tourism one of the important economic sectors, which is a strategic sector to increase foreign exchange from the non-oil and gas sector, this is evidenced by the increasing number of new tourism places that have sprung up [1]. Besides that tourism is also a complex industry covering other industries such as the hotel industry, restaurant industry, handicraft or souvenir industry, transportation industry and so on, these are related to one another and move together in the tourism industry [2].

In order to be able to support tourism activities, it is very necessary to have a good tourism facility that is able to provide services for visitors or tourists. Basically, from various tourism activities, facilities are needed so that a tourist area can become an attractive tourist object and create added value [3], which then by developing tourism facilities also aims to create tourist satisfaction in enjoying their vacation time [4]. This is also a form of readiness for tourist objects to be visited by tourists so that all necessary tourist facilities need to be built and adapted to the location and conditions of the tourist object in question. The tourism facilities themselves are the completeness of the tourist destinations needed to serve the needs of tourists in enjoying their tourism trips [5].

It really needs quality as well as optimal management and maintenance of each available facility, this will have a direct impact on visitors who feel the quality of the tourist facilities they visit [6]. The general problem that often occurs in tourist facilities in tourist attraction areas is that there are still incomplete facilities such as lodging, proper toilets, security posts, restaurants or canteens, not to mention the inadequate quality of available facilities and inadequate visitor comfort [7]. Of the common problems that occur, of course it affects the level of satisfaction of visitors who come, and can cause negative perceptions which will later have an impact on the interest of visitors to come back or not [8]. Panjang Island is one of a group of small islands in the Banyak Islands, Aceh Singkil Regency, Aceh Province and is the most favorite destination of the other seventeen favorite islands, and is currently growing and developing rapidly.

The local government of Aceh Singkil Regency is well aware that the potential of the tourism industry on Pulau Banyak has a great opportunity to grow and develop, seeing the high enthusiasm of tourists from outside the area who come to visit Banyak Island, in their efforts the government has also promoted tourism. Banyak Island through various lines such as print media, social media as well as various tourism events and festivals to attract more tourists. In addition, the local government of Aceh Singkil Regency has built facilities and facilities to support tourism activities in the Panjang Island area, but the conditions of the facilities provided

are not well cared for, there are several facilities that are abandoned, not repaired and left to break down, routine maintenance and long-term care for the facilities that have been provided is still not optimal. This will have a negative impact on the image of the Panjang Island tourist destination itself, if this condition continues, it will certainly affect the interest and motivation of visitors in the future.

II. LITERATURE REVIEW

2.1 Tourism Facility Service System

The service system is an orderly way to carry out an activity or a process that takes place continuously and continuously between a person and another person, machine or physical object so that customer satisfaction is achieved [9]. The service system built in tourism development to attract tourists cannot be separated from the understanding and analysis of public services [10]. According to Gusti, facilities are tools, which are tangible as a result of human engineering in an effort to support or provide convenience for the humans themselves to achieve their goals [11]. In another sense, means are all tangible forms that can facilitate the senses of humans (*intangible*) such as lodging, restaurants, transportation, mushalla, toilets, souvenir shops, places of entertainment.

Tourism facilities are elements of a destination that will allow tourists to stay at the tourist destination to enjoy or participate in the attractions offered [12]. According to Panasiuk theory, tourism facilities are divided into three main components, namely the main tourist facilities (*basic*), complementary tourism facilities (*complementary*) and tourism support facilities (*Paratourist*) [13], the components of tourism facilities referred to in this study are Basic Facilities (*basic*). Main ingredients (*basic*) are adapted to the conditions and needs of the tourist destination area of Panjang Island, Pulau Banyak District, Aceh Singkil Regency. A tourist destination must have ticket counters, available parking lots, public toilets, changing rooms and don't forget the gate [14].

Furthermore, in addition to facilities such as entertainment venues, hotels or inns, restaurants, souvenir shops, parking, public toilets, a tourist destination must also provide adequate places of worship, namely prayer rooms [15], referring to the points stated in Permenpar No. 3 of 2018, concerning the Physical Field of Tourism for tourist destinations located on islands, a pier is urgently needed as one of the vital facilities which is the starting point for tourists to go and come [16]. Therefore, the main tourist facilities referred to in this study are transportation, lodging, restaurant (canteen), gate, prayer room, public toilet and dock.

2.2 Service Quality of Tourism Facilities

In the tourism sector, service quality is an element of a tour travel process related to efforts to meet the expectations or expectations of tourists through the products and services offered by service providers which will then become evaluations in the form of tourist perceptions and ratings, where high service quality will increase tourist satisfaction with a tourist destination [17], in addition to the ability of service providers who are able to generate trust and confidence of tourists who are free from risk or doubt through services whose quality can be guaranteed by service providers is a manifestation of how the level of service quality is, giving attention and understanding the needs of tourists so that tourists feel welcomed and valued as guests, everything is done to support the realization of maximum and excellent service [18]. Services can be in the form of activities or activities whose target is the customer and oriented towards elements that can be heard, touched, or felt such as size, weight, color and so on, which directly affect intangible elements that are difficult to measure and are subjective, for example, comfort, relax, trust until loyal.

2.3 The Influence of Service Quality of Tourism Facilities on Visitor Satisfaction

According to Chen and Tsai, tourist satisfaction is considered to arise from the tourist experience of fulfilling the desires, expectations or fulfillment of tourist needs as the level of pleasure or satisfaction of tourists towards their tour [19], tourists can be satisfied if the fulfillment of expectations or needs of tourists is achieved and the manager or provider product or service services capable of providing services beyond the expectations of tourists [20]. In addition, satisfaction is considered a critical element for maintaining a competitive business as a benchmark for successful tourism marketing, because it is directly linked to the potential for repeat visits and selection of tourist destinations, therefore positive or negative perceptions of a tourism facility's service quality is the result accumulation of fulfillment of the dimensions of satisfaction, desire, pleasure, hope, expectations and needs which will then have implications for the loyalty of tourists who return and the willingness to recommend to other tourists [21].

III. METHODS

In order to complete this research, the researcher uses a quantitative descriptive research approach, because in this study a lot of the results will be described from the numerical values obtained. This research is evaluative in nature by testing the extent to which the quality of tourism facilities services has on visitor satisfaction in Panjang Island, Pulau Banyak District, Aceh Singkil Regency, by distributing questionnaires and field observations which are then analyzed based on literature studies.

In determining the number of samples for this study, researchers used a quota sampling technique, which is a sampling technique based on certain characteristics or criteria. The sample criteria in this study were visitors to the Panjang Island tourist destination, aged over 15 years, male and female, sane and not crazy. As for the sampling method, the researchers referred to the total number of tourists to the Panjang Island tourist destination in 2021, which totaled 11,860 people with an error rate of 10%, so the number of samples in this study was as follows.

$$n = \frac{N}{1 + Ne^2}$$

Keterangan :

- N = Population Size
- n = Sampel Size
- e = Margin of Error 10% (0.1)

$$n = \frac{11.860}{(1+(11.860 \times 0.1^2))}$$

$$n = \frac{11.860}{(1+(11.860 \times 0.01))}$$

$$n = \frac{11.860}{(1+118.6)}$$

$$n = \frac{11.860}{(119.6)}$$

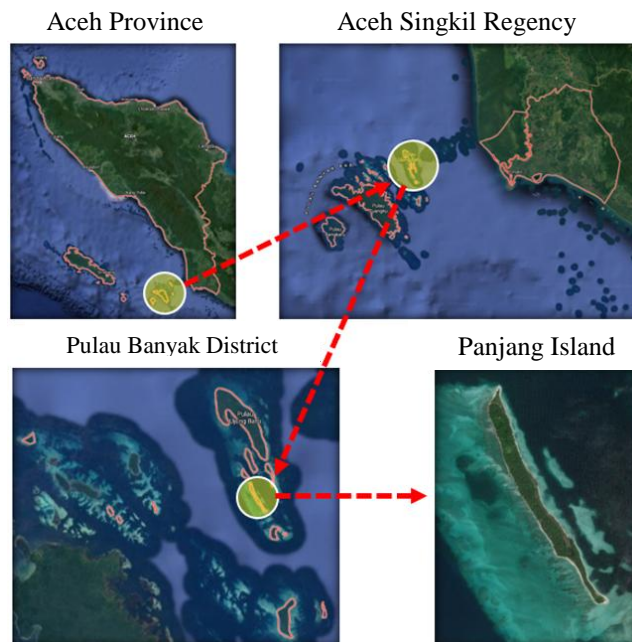
$$n = 99.16$$

So the minimum number of samples in this study was 99. In order for this research to be more accurate, the researchers rounded up the number of samples to 100.

In this study, it consists of two variables, the first variable is the quality of service for tourism facilities (independent), namely transportation facilities, lodging facilities, restaurant facilities (canteen), gate facilities, prayer room facilities, public toilet facilities, dock facilities. While the second variable visitor satisfaction (dependent). The assessment in the questionnaire used a Likert scale (1 - 5), where 1 = Very Not Good/Satisfied, 2 = Not Good/Satisfied, 3 = Fairly Good/Satisfied, 4 = Good/Satisfied, 5 = Very Good/Satisfied. The data analysis technique in this study is to describe the quantitative figures resulting from data processing using the SPSS application which is then interpreted and linked to the theoretical basis. Next, test the coefficient of determination (R²) to measure the effect of the service quality variable on tourist facilities in influencing the visitor satisfaction variable based on the value of the coefficient of determination [22].

IV. RESULT AND DISCUSSION

The location of this research is in Panjang Island, Pulau Banyak District, Aceh Singkil Regency, Aceh Province. Panjang Island itself is an uninhabited island which has an area of 471,165.81 m². Based on data obtained from the Aceh Singkil Regency Youth and SportsService, Panjang Island is one of the leading destinations for Aceh Singkil Regency and is the most popular tourist attraction in the Pulau Banyak District. The Panjang Island area itself is dominated by coconut plantations belonging to the local community and there are several points of marine tourism objects such as the area *snorkeling, diving and swimming*, besides that on Panjang Island there are tourist facilities such as lodging, cottages, resorts, prayer rooms, public toilets, cafes for tourists who come to visit.



In looking at how the level of visitor satisfaction with the quality of Panjang Island tourism facility services, researchers collected data on perceptions of satisfaction with the quality of tourism facility services by distributing questionnaires. There are several statements and questions raised in this study and are expected to represent visitor perceptions regarding the influence of the quality of tourism facilities on visitor satisfaction in Panjang Island, Pulau Banyak District, Aceh Singkil Regency. The results of visitor perceptions can be seen in table 1 as follows.

Table 1. Perception of Visitor Satisfaction on Service Quality of Tourism Facilities in Panjang Island, Pulau Banyak District, Aceh Singkil Regency

NO	Statement & Question	Answer				
		Very Not Good	Not Good	Pretty Good	Good	Very Good
1	Satisfaction that is felt at this time with the tourist facilities contained in Panjang Island					
	- Transportation	0%	0%	9%	84%	7%
	- Lodging	0%	2%	4%	56%	38%
	- Restaurant (canteen)	1%	1%	23%	59%	69%
	- Gate	0%	4%	51%	44%	1%
	- Mushalla	0%	5%	46%	49%	0%
	- Public Toilet	0%	33%	61%	5%	1%
- Dock	0%	5%	34%	59%	2%	
2	Satisfaction with the cleanliness of tourist facilities in Panjang Island					
	- Transportation	0%	0%	14%	72%	14%
	- Lodging	0%	0%	1%	76%	23%
	- Restaurant (canteen)	1%	0%	28%	60%	11%
	- Gate	0%	2%	59%	36%	3%
	- Mushalla	0%	3%	52%	43%	2%
	- Public Toilet	0%	32%	60%	8%	0%
- Dock	0%	1%	72%	27%	0%	
3	Satisfaction with the convenience of tourist facilities in Panjang Island					
	- Transportation	0%	1%	16%	78%	5%
	- Lodging	0%	1%	4%	70%	25%
	- Restaurant (canteen)	1%	1%	20%	69%	9%
	- Gate	0%	2%	67%	30%	1%
	- Mushalla	0%	4%	54%	40%	2%
	- Public Toilet	0%	52%	40%	6%	2%
- Dock	1%	6%	67%	24%	2%	
4	Are the tourist facilities in Panjang Island adequate?					
	- Transportation	0%	1%	18%	75%	6%
	- Lodging	0%	1%	10%	83%	6%
	- Restaurant (canteen)	1%	4%	19%	75%	1%
	- Gate	0%	5%	68%	26%	1%
	- Mushalla	0%	4%	65%	31%	0%
	- Public Toilet	0%	22%	68%	10%	0%
- Dock	0%	7%	63%	30%	0%	
5	Are the tourist facilities in Panjang Island functioning properly?					
	- Transportation	0%	0%	3%	84%	13%
	- Lodging	0%	0%	2%	83%	15%
	- Restaurant (canteen)	1%	0%	9%	81%	9%
	- Gate	0%	2%	28%	69%	1%
	- Mushalla	0%	3%	37%	57%	3%
	- Public Toilet	0%	15%	75%	8%	2%
- Dock	0%	0%	18%	76%	6%	
	The tourist facilities in Panjang Island have met					

NO	Statement & Question	Answer				
		Very Not Good	Not Good	Pretty Good	Good	Very Good
6	the expectations and needs of visitors					
	- Transportation	0%	0%	8%	80%	12%
	- Lodging	0%	1%	4%	59%	36%
	- Restaurant (canteen)	1%	0%	13%	71%	15%
	- Gate	0%	5%	40%	50%	5%
	- Mushalla	0%	4%	49%	43%	4%
	- Public Toilet	0%	18%	70%	11%	1%
- Dock	0%	1%	28%	66%	5%	
7	The quality of tourist facilities in Panjang Island provides pleasure and satisfaction					
	- Transportation	0%	0%	4%	76%	20%
	- Lodging	0%	2%	1%	66%	31%
	- Restaurant (canteen)	1%	3%	17%	57%	22%
	- Gate	0%	5%	31%	60%	4%
	- Mushalla	0%	2%	31%	61%	6%
	- Public Toilet	1%	11%	69%	17%	2%
- Dock	0%	1%	22%	74%	3%	

As for the recapitulation of the level of visitor satisfaction on the service quality of Panjang Island tourism facilities, it can be seen in table 2 as follows.

Table 2. The Level of Visitor Satisfaction on the Quality of Service of Tourism Facilities in Panjang Island, Pulau Banyak District, Aceh Singkil Regency

No	Facilities	Value	Average	Category
1	Transportation	2.934	4.2	Very Good
2	Lodging	2.801	4.0	Good
3	Restaurant (canteen)	2.715	3.9	Good
4	Gate	2.469	3.5	Good
5	Mushalla	2.433	3.5	Good
6	Public Toilet	2.422	3.5	Good
7	Dock	1.996	2.9	Pretty Good
Total		17.770	3.6	Good

Based on the results of the recapitulation of the perception of the quality of tourism facility services on the level of visitor satisfaction at Panjang Island, a total score of 17,770 was obtained, with an average value of 3.6, which means that visitors admit that overall the level of satisfaction with the quality of tourist facilities on Panjang Island is included in the satisfied category. Furthermore, from the results of the value frequency level, lodging facilities have a value of 2,934 (4.2) in the very satisfied category and is the highest score of other tourist facilities. Lodging facilities are a means that contributes highly to providing satisfaction to visitors on Panjang Island, visitors assess that lodging provides what they need for a place to stay while traveling on Panjang Island especially since these visitors come from areas far outside the Banyak Islands.

In addition, the quality of service that visitors get through the facilities and attributes contained in the inn makes it easy for residents to generate feelings of pleasure and positive perceptions of visitors. While public toilet facilities have a value of 1,996 (2.9) in the quite satisfied category and is the lowest score of other tourist facilities. Public toilet facilities are a means of providing low contribution in providing satisfaction to visitors on Panjang Island, the existence of public toilets should be expected to be able to provide convenience for visitors to a tourist attraction, moreover the activities and attractions at the Panjang Island tourist attraction are very closely related to water so it is very quality public toilets are needed to accommodate all the activities of visitors.

On Panjang Island there are several public toilets that were built soberly, the conditions of each of these toilets also varied, such as toilets that had no roof, toilets that used traditional materials such as thatched walls and roofs, no lighting at night, and dirty. and smelly, these conditions have implications for the low or not optimal quality of public toilet facilities and affect visitors' perceptions in a negative direction. Based on the test results of the coefficient of determination, the value is obtained *R square* 0.366, which means that the service quality of Panjang Island tourism facilities affects visitor satisfaction by 36.6% while the remaining 63.4% is

influenced by other factors outside of this study. The higher the quality of a service, the satisfaction will also increase [23], from the behavior of visitors who are on Panjang Island they tend to always document their travel experience by taking free selfies and making short videos to share on social media accounts. each of them as a manifestation of their pleasure and satisfaction.

Evidenced by the many posts about Panjang Island tourist destinations on the internet, especially social media such as Instagram, Facebook, Youtube, online news sites, online travel sites and so on and contain positive or good reviews. The fact is that both directly and indirectly these visitors have recommended or promoted the Panjang Island tourist destination to others, so it has the potential to bring in other potential tourists to visit Panjang Island. This is evidenced by the increasing number of tourists visiting, their arrival is also the umpteenth time and even their arrival brings new people who have never come before.

V. CONCLUSION

The existence of tourist facilities on Panjang Island is very helpful for the smooth running of tourism activities, the condition of each of these tourist facilities is a factor that influences how the quality is provided. At this time, lodging facilities have a high contribution in providing quality services, while public toilet facilities have a low contribution in providing quality services compared to other tourist facilities. Fulfilling all the needs of visitors while on Panjang Island both in terms of comfort, safety, convenience, expectations or expectations and being able to provide pleasure or satisfaction is the success of a quality tourism facility.

Based on the results of this study, visitor satisfaction with the quality of service for Panjang Island tourism facilities is in the good/satisfied category with an average value of 3.6, and from the results of the coefficient of determination test for the quality of service for Panjang Island tourism facilities, it affects visitor satisfaction by 36.6%, this has implications for the number tourists are increasing every year [24]. It is hoped that this research can be continued by other researchers in the future in looking at visitor satisfaction perceptions of the quality of tourism facility services. Furthermore, the results of this study are also expected to be able to become additional reference literature and material for consideration for the development of tourism facilities in tourist destination areas.

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