THE INFLUENCE OF SERVICE QUALITY ON FOREIGN TOURIST SATISFACTION IN MANADO

PENGARUH KUALITAS LAYANAN TERHADAP KEPUASAN WISTAWAN ASING DI MANADO

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Abstract: In the era of globalization, products and service compete market increasingly numerous and varied due to the oponsess of the market. The company is also required to be more responsive in observing the needs and desires of what it takes consumers to know what community wants and fulfill the desire and one of them is cottages. The purpose of this study is to find the relationship between service quality on customer satisfaction of Cottages in Manado, survey questionnaire was constructed with 23 service quality items covering 5 service quality dimensions based on SERVQUAL model. This research using literature review in order to formulate the Hypothesis. The population of this reseach is Foreign Tourists in Manado and 100 respondents Foreign Tourist in Manado. This research conducted by a quantitative method to support the hypothesis. By using a Multiple Regression Analysis Model, there are significant effect between responsiveness and assurance on customer satisfaction simulaneously. Based on the result by SPSS, the data is normally distribute, no multicolinearity, no heteroscedasticity and no autocorrelation. Cottage Business should care about Tangibles, Reliability, Responsiveness, Assurance and Empathy on customer satisfaction so that through this research the company can get more information about the fact which happens.

Keywords: *service quality, cutsomer satisfaction*

Abstrak: Di era globalisasi, produk dan layanan bersaing pasar yang semakin banyak dan beragam karena pasar yang sepi. Perusahaan juga dituntut untuk lebih responsif dalam mengamati kebutuhan dan keinginan dari apa yang dibutuhkan konsumen untuk mengetahui apa yang diinginkan masyarakat dan memenuhi keinginan masyarakat dan salah satunya adalah cottage. Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara kualitas layanan terhadap kepuasan pelanggan Cottages di Manado, kuesioner survei dibangun dengan 23 item kualitas layanan yang meliputi 5 dimensi kualitas layanan berdasarkan model SERVQUAL. Penelitian ini menggunakan tinjauan pustaka untuk merumuskan Hipotesis. Populasi penelitian ini adalah Wisatawan Asing di Manado dan responden adalah 100 Turis Asing di Manado. Dengan menggunakan Model Analisis Regresi Berganda, ada pengaruh yang signifikan antara daya tanggap dan jaminan terhadap kepuasan pelanggan secara bersamaan. Berdasarkan hasil oleh SPSS, data biasanya terdistribusi, tidak ada multikolinearitas, tidak ada heteroskedastisitas, dan tidak ada autokorelasi. Cottage Bisnis harus memperhatikan tangibles, reliability, responsiveness, assurance dan empati terhadap kepuasan pelanggan sehingga melalui penelitian ini perusahaan dapat memperoleh informasi lebih banyak tentang fakta yang terjadi.

Kata kunci: kualitas pelayanan, kepuasan pelanggan

INTRODUCTION

Resesarch Background

In the era of globalization, prodeucts and service compete market increasingly numerous and varied due to the oponsess of the market. With the growing welfare of society has various needs to be met by the public so that it is of course an oppurtunity for companies to improve the business. The change is not just in terms of the quantity but in terms of quality too. With the increasing need of the community means also increasing the competition of companies that will make ore value for the company. The company is also required to be more responsive in observing the needs and desires of what it takes consumers to know what community wants and fulfill the desire and one of them is cottages.

Currently, a lot of hotel development that has a choice of rooms in the form of cottages in several cities in Indonesia, including Manado. Despite the increasing market demand for comfortable and lodging needs. Many foreign tourists who prefer to stay in the cottage for several things, among others, want peace of mind because remembering in the country is busy with various activities that are very tiring.

Manado is the capital city of North Sulawesi province and interesting city to be visit for tourists destination. The municipality of Manado is divided into nine districts: Malalayang, Sario, Wenang, Tikala, Mapanget, Singkil and Tuminting. It was estiated that Manado city is being known since 16th Century, at the century Manado city has been approached by people from overseas. The words Manado is arrived from the Minahasa languange, Mana rou or Mana dou, in Indonesia means "Di Jauh" or in English In Far away. The most inhabitants that live in Manado is Minahasa people, with the indigenous of Bantik Tribe, which is one of Minahasa sub-tribe.

As the largest city in Nothern Sulawesi, Manado is an important tourist spot for visitors. The ecotourism become the biggest attraction in Manado. Bunaken Island is also popular amongs tourists. Another interesting place is Soekarno Bridge, Siladen Island, Mount Tumpa and many more. The most popular destination is Bunaken National Park which is believe as one of the marvelous marine park in the world, while the tourists can enjoy diving or snorkeling in there. Another outstanding icon in Manado is the monument of Jesus Bless Manadoand has a height of 50 meters above the ground. The building was initiated by Ir. Ciputra this the highest monument of Jesus Christ in Asia and number two in the world after Christ the Redeemer. In the past two decades, tourism activities are rapidly growing into of the mainstays in economic fields.

The Sam Ratulangi Internasional airport of Manado is able to receive widebodied aircrafts. SilkAir was the first Internasional airline that flew Singapoe – Manado directly. The airlines now serve Singapore – Manado four times weakly. Foreign tourists who come to Manado generally looking for peace can be seen they now prefer to stay in hotels with cottages facilities in it. With many iconic tourist attraction, such as , beach, culture and traditions, traditional foods, and mountains. The service quality plays a vital role to influence tourist perception to Cottage in Manado.

Research Objectives

The objectives in this research are to find out the influence of:

1. Tangible, reliability, responsiveness, assurance, empathy influence customer satisfaction of cottages in Manado.
2. Tangible, on customer satisfaction of cottages in Manado partially.
3. Reliability, on customer satisfaction of cottages in Manado partially.
4. Responsiveness, on customer satisfaction of cottages in Manado partially.
5. Assurance, on customer satisfaction of cottages in Manado partially.
6. Empathy, on customer satisfaction of cottages in Manado partially.

Literature Review

1. Salain. P.D P and Kencana. I. P. N. 2014. The relationship Between Tourist's Perception and Quality of Destination (Case Study in Sanur, Bali). The result is Considering tourist's perception also has mediating role for relationship between five exogenous variables with quality of destination as endogenous variable.
2. *Aliman. N. R, Hashim. S. M, Wahid. S. D. M, Harudin. S. 2014.* Tourist Expectation, Perceived Quality and Destination Image: Effects on Perceived Value and Satisfaction of Tourists Visiting Langkawi Island, Malaysia. The result is Perceived value and tourist satisfaction are determined by numerous factors. In this

study, only three predictors were considered and all three variables predict perceived value and satisfaction significantly. Until recently, no conclusive findings have verified the predictors of perceived value and satisfaction for destination. As such, future research should include other variables which have a high potential to predict perceived value and satisfaction with Langkawi should also be carried out.

3. Salain. P.D. P and Kencana, I. P. N. 2014. The relationship Between Tourist's Perception and Quality of Destination (Case Study in Sanur, Bali). The result is Considering tourist's perception also has mediating role for relationship between five exogenous variables with quality of destination as endogenous variable.

4. Purwoko. 2015. The result is Influence of service quality and Customer Satisfaction and Loyalty Trust Foreign Tourist, Visit the attraction in East Java Indonesia. The result is Quality of services affect the confidence of foreign to visit tourist attraction in East Java, service quality affect customer loyalty, international tourist make visit on a tourist attraction in East Java with confidence as mediation influence consumer satisfaction.

THEORETICAL FRAMEWORK

Theories
Marketing
        Marketing is the social preocess by which individuals and organizations obtain what they need and want through creating and exchanging value with others. The definition isa based upon a basic marketing exchange process, and recognizes the importance of value to the customer. (Kotler and Armstrong, 2010).

Service Quality
        Parasuraman et al., (1988) introduced the SERVQUAL model to measure service quality including 22 items in five dimensions: reliability, tangible, responsiveness, assurance, and empathy. These dimensions have specific service characteristic link to the expectation of customers. The SERVQUAL scale was developed in the marketing context and this was supported by the Marketing Science Institute (Parasuraman et al., 1986).

Customer Satisfaction
        Destination holiday's customer satisfaction is the extent of overall enjoyment that the tourists, feel, the result that the tour experience able to fulfil the tourist desires, expectation, needs and wants from the tour (Chen and Tsai, 2007).
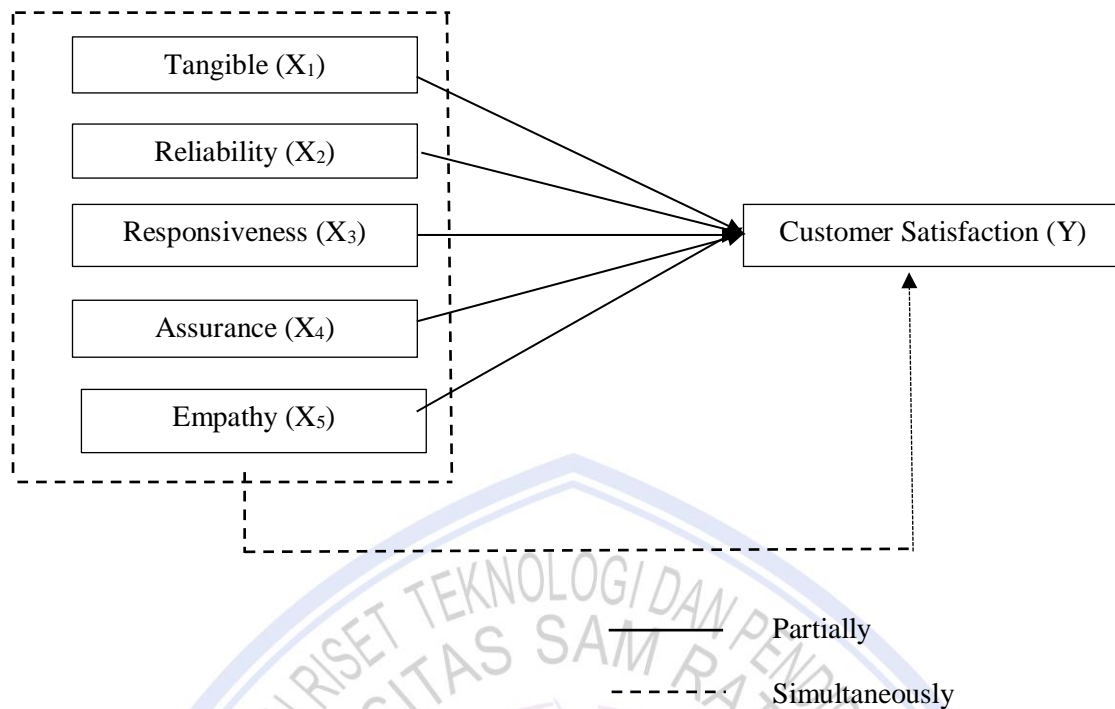
Tourist Perception
        Poon and Low (2005) in Gnapala, 2005 investigate tourist perception and satisfaction about Malaysian hotel facilities using two groups such as the Western and Asian traveler.

Customer Expectations
        Customer expectation is an affective variable in the service sector (Sadeh, et al., 2012) in Aliman et al., (2014).

Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed, 2019

RESEARCH METHOD

Type Of Research
        This research uses casual types of research in quantitative method where is it designed to determine whether one or more variables cause or affect one or more outcome variables.

Place and Time of Research
        This study will be conducted at the beginning of September until the end of the month of October 2019.

Population
        The population refers to the entire group of people, events, or thing of interest that the researcher wished to investigae (Sekaran and Bougie, 2013). The population on this research is the Foreign Tourists who stayed at Cottages in Manado.

Sample
        According to Sekaran and Bougie (2013) sample is a subset of a population, it comparises some members selected from it. The sample of this research is 100 Customer who stayed at Cottages in Manado.

Data Collection Method
        This research used several methods to collect data, which are primary and secondary data. Primary data is data collected first-hand for subsequent analysis to find solution to the problem research. Questionnaires were distributed to customers who stayed in Cottages, respectively 100 sheets. Method of data collection by studying the relevant literature in order to obtain a theoretical overview from books, journals, and relevant literature from library and internet of the concept of Effect of Tangible, Reliability, Responsiveness, Empathy, Assurance, om Customer Satisfaction.

Operational Definition of Research Variables
Customer Satisfaction (A feeling of satisfaction felt by a customer with a product or service obtained from a business)
1. Ease of reservations
2. Check-In process
3. Room cleanliness and comfort
4. Food services

Tangible (Representing the services physically)
1. Attractiveness
2. Internal decorations
3. Staff appreance and tidiness
4. Hotel facilities

Reliability (Delivering promised service dependably and accurately)
1. Timely accomodation
2. Room delivered to customers
3. Facilities of room
4. Order done by staff

Responsiveness (Being willing to help, customer and provide prompt service)
1. Welcoming of customers
2. Respond for request
3. Giving information
4. Speed of service

Assurance (Employees knowledge and courtesy and ability of the firm and its, employee to inspire trust and confidence)
1. Staff politeness
2. Price of services
3. Effort done by staff for security
4. Cottages atmosphere

Empathy (Ease off doing relationship, good communications, personalized attention and understanding of customer needs)
1. Accessibility
2. Staff availibility
3. Attention paid by staff
4. Healthful menu

Data Analysis Method
Validity and Reliability Test
According to Sekaran and Bougie (2013), reliability is a test of how consistency a measuring instrument measure whatever concept it is measuring. Validity is a test of how well an instrument that has is development measures the particular concept it is intended to measure.

Multiple Resgression Analysis
Multiple Regression Analysis the appropriate technique to use when there are several independent variable that need to be examined for their influence on a dependent variable (Milhotra, 2007). The formula of multiple regression models in this research:

$$Y = \alpha + \beta X_1 + \beta X_2 + \beta X_3 + \beta X_4 + \beta X_5 + \varepsilon$$

Whereas:

|			
Y	: Customer Satisfaction	X_2	: Reliability
β	: Beta	X_3	: Responsiveness
ε	: error	X_4	: Assurance
X_1	: Tangible	X_5	: Empathy

RESULT AND DISCUSSION

Result
Validity and Reliability Test

All the indicators of independent variables are stated as valid, the validity test indicates that all of the questionnaire item are recognized as valid. The score of Corrected Item-Total Correlation is above 0.30 for each item. The reliability of a measure is establish by testing for both consistency and stability. Consistency indicate how well the items measuring a concept hang together as a set, Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 2013). If the Cronbach's Alpha score is between 0.60 – 0.90 per item, this indicates that the item of questionnaire is reliable.

Test of Classical Assumption
Normality
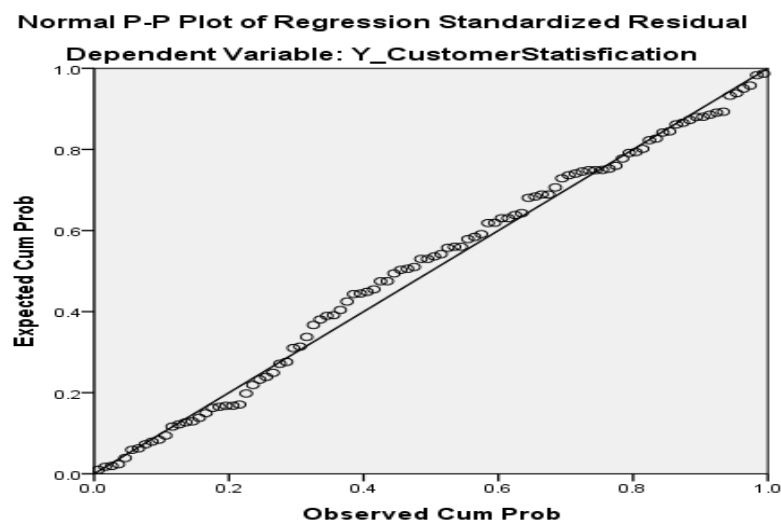
Figure 2. Normality Test
Source: Data Processed 2019

From the figure above the normality test to this research was met. Model regresion and correlation shown by the vertical lines above. Variable X_1, X_2, X_3, X_4, X_5 and Y Influence on Variable Y in model regression and correlate one and others.

Multicolinearity
Table 1. Collinearity Statistics

Model		Collinearity Statistics		
		Tolerance	VIF	
1	Total_X1	,902		1,109
	Total_X2	,989		1,011
	Total_X3	,952		1,051
	Total_X4	,948		1,055
	Total_X5	,965		1,036

a. Dependent Variable: Total Y
Source: Data Processed, 2019

Table above shows the calculation of Multicolinearity. It can be known through the VIF the tolerance. The result in the table above indicate that multicolinearity does not over as shown by SPSS.

Heteroscedasticity
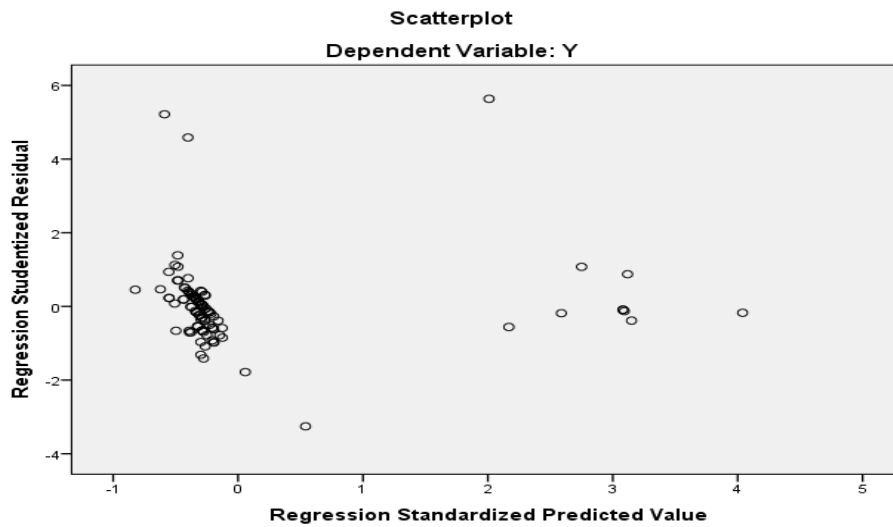
Figur 3. Heteroscedasticity Test
Source: Data Processed 2019

Based on the scatterplot figure above, it is shown that the dots are spreaded randomly and there is no certain pattern formed in the scatterplot. This could conclude that there is no heteroscedasticity that occurs in this regression model.

Autocorrelation
Table 2. Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,853[a]	,727	,687	1,203	1.408

a. Predictors: (Constant), X5,X4,X3,X2,X1
b. Dependent Variable Y

Source: Data Processed, 2019

The result on the table above shown that the autocorrelation test using Durbin-Watson's shown by SPSS.

Regression Result
Significance Test Result

Table 3. Simultaneous Test
ANOVA (b)

Model		Sum of Squares	Df	Mean Square	F	Sig
1	Regression	30.097	5	6.019	4.336	,001[b]
	Residual	130.493	94	1.388		
	Total	160.590	99			

a. Dependent Variable Y
b. Predictors: (Constant), X5,X4,X3,X2,X1
Source: Data Processed, 2019

ANOVA stands for Analysis of Variance, and the ANOVA table contains the F-test result. This F-test result is the most important aspect in simultaneous test.

Partial Test Result
Table 4. Partial Test
Coefficients[a]

Model	Unstandardized Coefficients		Standardized coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	8.359	2.787		3.000	,003
X1	,017	,100	,017	,168	,867
X2	,089	,108	,084	,824	,412
X3	,238	,099	,235	2.397	,018
X4	,327	,111	,296	2.933	,004
X5	-,164	-,088	-,185	-1,870	,065

a. Dependent Variable: Y
Source: Data Process 2019

The results in table above show varied results in each variable relationship. X1 does not give any significant influence to Customer Satisfaction based on its p-value (0.867 > 0.05), X2 (0.412 > 0.05), while X3 gives significant influence to customer satisfaction, based on its p-value (0.018 < 0.05), X4 also gives significsnt influence to customer satisfaction, based on p-value (0.004 < 0.05) and X5 does not give any significant influence to Customer Satisfaction, based on its p-value (0.65 < 0.05).

Coefficient of Determination
Table 6. Coefficient of Determination Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,853[a]	,727	,687	1,203

a. Predictors: (Constant), X5,X4,X3,X2,X1
b. Deoendent Variable: Y
Source: Data Processed, 2019

The results show that R-square coefficient of determination score 83,30%. In simpler explanation, the movement of the Y variable (Capital Structure) is contributed more or less 83.30% by the X1, X2, X3, X4 and X5 variable as long as the significant influence is occurred in the regression.

Discussion

The data analysis above shows the significant influence correlate of service quality on customer satisfaction, Assurance and Resposiveness as indikator of service quality on customer satisfaction of Cottages in Manado, partially and simultaneously have sigificant influence and correlate, but tangible, reliabilty and empathy as three indicators of service quality that's not so strong significant influence on customer satisfaction.

Tangible, Reliability and Empathy is three variable that correlate and but not to strong to influence customer satisfaction. Its describe by respon of many respondents who ever stay in Cottages. That Tangibility, Reliability and Empathy are not influence tourist satisfaction. Tangible relationship with customer satisfaction as a form of service can not be seen, can not be touched but this aspect is one source that will affect customer expectations. Reliability is service delivered as a hotel promised to customer with accurate chargers. Empathy is one variable that very important aspect in hotel service. Empathy relationship with Customer Satisfaction as a form of service can be seen in employees attitude and action.

This result discover that Responsiveness and Assurance as indikator of good service quality and very aplicable is employee service. Responsiveness and Assurance have a strong influence and correlate to customer satisfaction of Cottages in Manado. Responsiveness mean that the employees always willing to help the customers and the should have a time to respond to customers request.

CONCLUSSIONS AND RECOMMENDATIONS

Conclussion

This research concludes findings as follows:

1. Tangible, reliability, responsiveness, assurance and empathy simultaneously influence on customer satisfaction.
2. Tangible does not partially influence on customer satisfaction at Cottages in Manado.
3. Reliability does not partially influence on customer satisfaction at Cottages in Manado.
4. Responsiveness partially influence on customer satisfaction at Cottages in Manado.
5. Assurance partially influence on customer satisfaction at Cottages in Manado.
6. Empathy does not partially influence on customer satisfaction at Cottages in Manado.

Suggestions

Based on the results, the recommendation given are as follows:

1. Cottage Business should care about Tangibles, Reliability, responsiveness, assurance and empathy on customer satisfaction so that through this research the company can get more information about the fact which happens and company may improve the human resource practice especially in service quality.
2. The next researcher should concern to this variable or more variable to support the research to that the theoretical benefit of this research can be useful for this curiosity and also for faculty economics and business to provide reference for another study, who interest with the same topic.

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