Mediation Effect of Customer Satisfaction from the Relationship between System Quality, Information Quality, and Service Quality towards Interests of Tourist Visiting in East Java Park 3

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Abstract:- Over time, many new destinations have also emerged, causing competition between destination owners. This study aims to determine the effect of system quality, and information quality and service quality on tourist satisfaction through user satisfaction as a moderating variable. This type of research is an explanatory research, located in the tourist destination of Jawa Timur Park 3. The population of this research is all people who have or have never visited, while the number of samples used is 95 respondents. To analyze the data used descriptive analysis, path test, and hypothesis testing. From the results of the existing path analysis, it can be seen that the Information Quality variable and the Service Quality variable have a significant effect on Customer Satisfaction who visits Jatim Park 3. From the analysis, it is also known that the System Quality variable does not have a significant effect on the Customer Satisfaction variable. Information Quality variables, Service Quality variables and Customer Satisfaction variables have a significant effect on Return Interest, but the System Quality variable has no effect on Return Interest. Information Quality and Service Quality have a significant effect on Return Interest through visiting Customer Satisfaction, while the System Quality variable also has no significant effect on Return Interest through Customer Satisfaction as a mediator variable.

Keywords—component: System, Information, Service Quality, User Return Interest and Satisfaction.

I. INTRODUCTION

Indonesia can be said to be a paradise for natural resources, this is because Indonesia has oceans, suns, coastlines, and land which are managed properly will generate huge profits. One way to take advantage of these resources is to create a tourist destination, many areas that have natural exoticism, are expected to be an attraction for the area and make tourists interested in visiting, one of which is East Java. East Java is one of the provinces that is famous for its several leading tourist destinations, many cities are often used as a reference for domestic and foreign tourists. Of the many choices of cities that are quite famous and most frequently visited by tourists is Batu City. This tourist city is a paradise for tourists who want to spend their time on vacation, ranging from natural tourism in the form of waterfalls (coban) to artificial tours in the form of BNS, Jawa Timur Park Group, which can be an option for tourists.

Because of this, a lot of competition has emerged, so that inevitably the owners of several destinations are competing to make a distinction between one another, for example, like the East Java Park Group. Jatim Park Group always releases its latest innovations so that their destinations are not left behind by technological developments and with competitors in the region (Astuti, 2010). The real results of the innovation owned by the Jawa Timur Park Group are JatimPark-1, JatimPark-2, and JatimPark-3. Jatim Park 3 itself, they have a quality system, information, and services that are well known both among foreign and domestic tourists.

Tourists will usually prioritize visiting Jatim Park 3, rather than going to other destinations, this is because of the uniqueness of the rides owned by Jatim Park 3 managers, which are not found anywhere else. In addition, the security offered makes tourists sure of their safety. The formulation of the problems in this study are 1) Is there an efect of the quaality system on castomer satisfacsion in JawaTimurPark-3 ? 2) Is there an effeect of informaation quallity on custommer sattisfaction in JawaTimurPark-3 ? 3) Is there an effect of service quallity on custommer satisffaction at JawaTimurPark-3 ? 4) Is there an effect of system quallity on return interest in JawaTimurPark-3? 5) Is there an effect of the quallity of imformation on return interest in JawaTimurPark-3? 6) Is there an effect of service quality on return interest in JawaTimurPark-3 ? 7) Is there an effect of customer satisffaction on return interest in JawaTimurPark-3 ? 8) Is there an effect of system quality on customer sattisfaction and return intterest in JawaTimurPark-3? 9) Is there an effect of imformation quality on customer satisfaction and return interest in JawaTimurPark-3? 10) Is there an effect of quality of service to tourist consumer satisfaction and return interest in JawaTimurPark-3?

II. LITERATURE REVIEW

A. System Quality

Be guided by opinion (DeLone & McLean, 2003), System quality is the ability of a company or institution to provide the information needed for users, in this case, the Jawa Timur Park Group which provides information for tourists. Meanwhile, according to (S.K, Purwanto & Pawirosumarto, 2016), the system is a measure of the success of a system in conveying information, which focuses on user interaction with the existing system, with the number of tourists interacting, indicating that the Jawa Timur Park Group has been successful in conveying information

B. Information Quality

According to (Batini, 2016) Information quality is a description of the situation provided by the company or institution regarding the latest information and will change every day. In this case, Jawa Timur Park 3 always provides an overview of the destination through the Jatim Park Group website. Moreover (Fendini et al., 2013), The quality of the system is a measuring tool for companies or institutions regarding information content aimed at users. Here, Jawa Timur Park 3 always delivers interesting information, so that tourists who read are interested to see.

C. Service Quality

According to (Hidayatullah, Rachmawati, et al., 2020), Service quality is an expectation that every consumer has for the products offered by the company. In anticipation of high expectations, Jawa Timur Park 3 always improves service quality in dealing with visiting consumers, by providing friendly service and quality of very adequate facilities. Moreover to (Kotler, 2000) , Service Quality is the act of employees who work in a company in serving consumers who come in a kind and friendly manner. For the Jawa Timur Park 3 itself, it has set standards for its employees in providing friendly service to consumers by providing training regarding

service excellence, to employees who wish to apply to Jawa Timur Park 3.

B. User Satisfaction

According to (Kotler, 2012), Customer Satisfaction is an expression that consumers have after purchasing or using services in a company. The number of tourists visiting makes Jawa Timur Park 3 always try their best so that tourists are always satisfied with the attractions and facilities provided. Moreover to (Rakhmadian et al., 2017) Customer Satisfaction is action from consumers in the form of responses given to companies regarding the products or services they sell. Jawa Timur Park 3 always minimizes things that make tourists uncomfortable, by providing services that are in accordance with standards.

C. Return Interest

According to (Utomo et al., 2017)(Rakhmadian et al., 2017), Return Interest is an impetus for consumers to purchase a product that they have previously used repeatedly. By giving a positive impression, making Jawa Timur Park 3 sure of the satisfaction of the tourists who visit and are sure they will come back. Meanwhile, according to (Sari & Pangestuti, 2018), Return Interest is an action taken by consumers in purchasing a product by seeing which product sells best. With the popularity of Jawa Timur Park Group in the eyes of tourists, making Jawa Timur Park 3 under its auspices feels sure that their destination will always be visited by domestic and foreign tourists.

III. RESEARCH METHODS

A. Research Conceptual
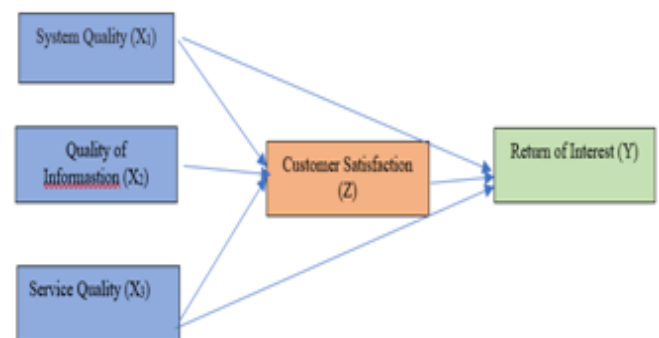
Picture 1: Research Conseptual
Source: Primary research data, processed (2020)

B. Research Model

This research is explanatory research. (Singarimbun & Efendi, 1989) (Singarimbun, 2006) argue that explanatory research is explain the causal relationship using hypothesis testing and pathways. The formulated hypothesis will be tested to determine whether there is a relationship or influence between the variables to be studied. The variables to be examined in this study are sistem quallity, imformation quallity, and service quallity, return intterest, and customer sattisfaction. The approach used in this research is a quantitative approach. The study population was all tourists who had visited the Jatim Park3 artificial destination, while

the research sample (because the population was unknown) was used from the theory (Hair, Jr, 2015) recommends the number of samples between 5 -10 multiplied by the number of existing statements. In this study, the number of statements was 19 items. The researcher used the lowest limit so 5 x 19 = 95. The data analysis technique used descriptive statistical analysis, path analysis, and hypothesis testing.

C. Definiition Operasional

No	Research Variable	Operational Definition	Indicator
1.	Quality System	System quality is the ability of a company or instution to provide the information needed for user.	Easy to access, easy to learn, reliable
2.	Information Quality	The quality of information is a description of the situation provided by the company or institution regarding the latest information and will change every day.	Completeness of the presentation of information, relevant, accurate, timeliness
3.	Service Quality	Service quality is an expectation that every consumer has for the products offerd by the company.	Tangibles, Emphaty, Reliability, Responsiveness, Assurance
4.	User Satisfication	Customer satisfaction is an expression that consumer have after making a purchase or use of existing services in a company.	Satisfied with the service, positive impression after travelling, getting service when visiting
5.	Return of Interest	Return interest is an incentive for consumers to purchase a product that they have previously used repeatedly.	Well to tell others, recommend to friends and others, will visit again

D. Demographic Statistic

Table 1 : Demographic Profile

E. Regresion Analyisis Model 1

Equattion ➔
$$Z = PZX_1 + PZX_2 + PZX_3 + e ……. \quad (1)$$

Item	Optional	Frequency	Percentag
Gender	Male	55	56,1
	Female	43	43,9
Works	Government Employees	9	9,2
	Private Employees	45	45,9
	Student	37	37,8
	More	7	7,1
Income	> 1 Milion	45	49,5
	1-2 Million	33	36,3
	< 2 Million	13	14,3
Age	15- 20 years	19	19,4
	21- 25 years	57	58,2
	25-30 years	13	13,3
	30-35 years	7	7,1
	> 35 years	2	2

Tabel 1. The results of the path analysis regression model I

Model	Var	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std.Error	Beta		
(Constant)		1,578	1,394		1,123	0,261
Systerm Quality	X1	0,012	0,098	0,011	0,118	0,906
Information of Quality	X2	0,155	0,068	0,223	2,290	0,024
Service Quality	X3	0,367	0,063	0,563	5,871	0,000
Dependent Variabel	Customer Satisfaction (Z)					
R	0,683					
R2	0.467					
R2Adjusted	0.449					
F count	26,244					
Line Equation	$Z = P_ZX_1 + P_ZX_2 + P_ZX_3 + e$					
Result	$Z = 0{,}011X_1 + 0{,}223X_2 + 0{,}563X_3 + e$					

Sourrce: data Primary, processed – 2020

Based on the table path analyisis (table-1) , It is known that the model I of the regression has a significant value on System Quality or equal to X1 = 0.906, Information Quality or equal to X2 = 0.024, and Service Quality or X3 = 0.000. Based on this description, the variables X2 and X3 have a significant effect because of the sig value. smaller than 0.05 (or alpha = 5%) while the X1 variable has no significant effect because the sig value is greater than alpha = 0.05,

Influence simultaneously (simultaneously) required the F test from the F test results obtained F count 26.244 with a significant value of 0.000 this means jointly affects satisfaction.

F. Regresion Analyisis Model-2

Equattion ➔
$$Y = PYX_1 + PYX_2 + PYX_3 + PYZ + e ….. \quad (2)$$

Table 2. The results of the path analysis regression model II

Model	Var	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std.Error	Beta		
(Constant)						
System Quality	X1	-0.026	0.105	-0.024	-0251	0.802
Information of Quality	X2	0.253	0.074	0.349	3.405	0.001
Service Quality	X3	0.156	0.078	0.219	1.996	0.049
Customer Satisfaction	Z	0.257	0.112	0.247	2.293	0.024
DependentVariabel	Interest of Revisiting (Y)					
R	0.670					
R2	0.449					
R2Adjusted	0.424					
F hitung	18.217					
Probability	0.000					
Line Equation	$Y = P_yX_1 + P_yX_2 + P_yX_3 + P_yZ + e …$					
Result	$Y = -0.024 X_1 + 0.349 X_2 + 0.219 X_3 + 0.247 Z + e …$					

Source: Data Primary, processed – 2020

From the results of Model II regression, it is known that the value of the Information Quality variable or (X2) is 0.001, the Service Quality variable or (X3) is 0.049, the Customer Quality variable or (Z) is 0.024, all of which are smaller than the alpha of 0.05. It can be concluded that X2, X3, Z have a significant effect on Return Interest or (Y), while X1 has no effect on the Return Interest variable or Y.

Furthermore, to find out the effect of the existing variables in model II together (simultaneously) the researcher used the F test from the Model II table obtained from the regression results of model II F, the count was 18,127 with a significant value (0,000) meaning X2, X3, and Z collectively have a significant effect on return interest.

G. Hypothesis Testing

Table 3. Calculation of influence (Direct Effect, Indirect Effect and Total Effect)

HYPOTHESIS	DIRECT EFFECT	INDIRECT EFFECT	TOTAL EFFECT	INFORMATION
X1 ➜ Z	0,011			Significant
X2 ➜ Z	0,223			Significant
X3 ➜ Z	0,563			Significant
X1 ➜ Y	-0,024			No Significant
X2 ➜ Y	0,349			Significant
X3 ➜ Y	0,219			Significant
Z ➜ Y	0,247			Significant
X1 ➜ Z ➜ Y		0,011 x 0,247 = 0,002	-0,024 + 0,002 = 0,022	Significant
X2 ➜ Z ➜ Y		0,223 x 0,247 = 0,055	0,349 + 0,055 = 0,404	Significant
X3 ➜ Z ➜ Y		0,563 x 0,247 = 0,139	0,219 + 0,139 = 0,358	Significant

Source: Data, procesed -2020

IV. DISCUSSION

A. The influence of the Quality System variable on visitor satisfaction of tourist destinations

The results of testing using SPSS analysis obtained from the regression equation model 1 where the System Quality variable has no influence on the visitor satisfaction variable, the significance level is 0.906, meaning that using alpha (significant limit) 5% (0.05) can be interpreted as the first hypothesis which states there is The influence of system quality on visitor satisfaction cannot be accepted or not statistically tested. This article is in line with the research being conducted (Ratnaningrum & Muhammad, 2015) which research results that the system quality variable does not have a significant effect on the satisfaction of users of information systems in the use of electronic payment media.

B. The influence of the Information Quality variable on the Customer Satisfaction variable

From the SPSS test conducted, the researcher produced the value of the first regression model where it turned out that the Quality of Information had an effect on Customer Satisfaction. This article supports the previous research conducted by (Darmawan, 2010) where the research results show that the variable quality of information has a positive and significant influence on the satisfaction variable of users of information systems.

C. The effect of the Service Quality variable on the visitor satisfaction variable

Based on the results of the statistical test using the SPSS program, regression results are obtained where it is known that the Service Quality variable has an influence on Customer Satisfaction, this means that it can prove that the third hypothesis between Service Quality variables affects

visitors, this can be accepted or tested statistically. This article is in line with the research conducted by (Utomo et al., 2017) (Rakhmadian et al., 2017) (Rachmawati et al., 2019) variable Information quality, variable system quality, and serviice have an influence on user satisfactiion.

D. Effect of variable System Quality on Returrn Interest

From the results of the statistical test using the SPSS program, it is known that the system quality variable has no effect on Return Interest, it can be interpreted as the fourth hypothesis which says that there is no influence between System Quality on the acceptable Return Interest variable. or statistically tested. This research contradicts or contradicts the research conducted by (Hidayatullah, Khouroh, et al., 2020) Where the research results say that the Quality of the System is a factor that greatly affects one's satisfaction.

E. The Influence of Information Quality on Return Interest

From testing using the SPSS program, the results of the second regression model (II) show that the effect of Information Quality on Return Interest, the result is that the X2 variable (Information Quality) has a value of t = 3.405 with significance. of 0.001, meaning that using alpha (significant limit) 5% (0.05) means that the fifth hypothesis which says that there is an influence between the Quality of Information on Return Interest can be accepted or tested statistically. This research is in line with the research conducted by (Jogiyanto, 2009) (Rachmawati et al., 2019) Where the research results state that the quality of information has a significant effect on satisfaction.

F. The Influence of Service Quality on Return Interest

After the analysis was carried out using the SPSS program, the results obtained from the regression model 2 where the Service Quality variable has an influence on Return Interest, this means that the sixth hypothesis which states that the Service Quality variable affects the Return Interest variable can be accepted or statistically tested. . The research conducted is in line with or supports previous research conducted by(Hidayatullah, Rachmawati, et al., 2020), (Hidayatullah, Windhyastiti, et al., 2020), (Kuong-Lau et al., 1986)(Alvianna, 2017a) which states that Service Quality has a significant effect on Visiting Interest.

G. The influence of the User Satisfaction variable on the interest in returning to visit

From the results of the statistical test carried out with the SPSS program, it was found that the customer satisfaction variable had an influence on Return Interest. This means that the seventh hypothesis which states that Customer Satisfaction affects Return Interest is proven and statistically tested. This research supports and is in line with the research conducted by *(Sandrio et al., 2020) (Williams & Soutar, 2009) (Chen & Chen, 2010) The results of this study indicate that Customer Satisfaction has an effect on Return Interest.*

H. The influence of the System Quality variable on the Return Interest variable through visitor satisfaction

In the table above, it is known that the Customer Satisfaction variable as a moderating variable between the System Quality variable and the Return Interest variable

produces a greater indirect effect than the direct effect, this means that the System Quality variable affects the Return Interest variable through visitor satisfaction. This means that the eight hypothesis can be accepted and statistically tested. This research contradicts or is not in line with previous research conducted by (Kanji, 2002) where the research produces and shows the system quality variable has a significant effect on repurchase intention through customer satisfaction. This is because every tourist who visits does not see the quality or quality that exists as one of the most important things in influencing their satisfaction, but there are other variables that greatly affect tourists in making visits and cause satisfaction.

I. The Influence of Information Quality on Return Interest through Customer Satisfaction

From the test results of the direct effect and indirect effect, it is known that the variable Customer Satisfaction as a moderator variable between the variables of Information Quality and Interest in returning visits results in an indirect effect value that is smaller than the direct effect, meaning that Information Quality has no effect on Return Interest through visitor satisfaction so that the ninth hypothesis can be obtained. unacceptable or not statistically tested. Information Quality variable has a positive and significant influence on the Interest of Returning through visitor satisfaction. The results of this study are in accordance with and in line with previous research conducted by (Alvianna, Patalo, et al., 2020) (Adhitya, 2016) (Hidayatullah et al., 2019) (Rachmawati et al., 2019)(Parthasarathy, 2009) that information quality has a positive effect on repurchase interest through the satisfaction.

J. Effect of Service Quality on Return Interest through Customer Satisfaction

From the results of the direct influence and the indirect effect (Table-3), it can be seen that the value of the Customer Satisfaction variable as a moderating variable between the Service Quality and Return Visit Interest variables can be seen from the magnitude of the influence is not greater than the direct effect, meaning that Service Satisfaction has an effect on Return Interest. through Customer Satisfaction so that it can be concluded that the tenth hypothesis can be accepted or statistically tested. Service Quality has a positive and significant effect on the Returning Interest variable through Customer Satisfaction. This result is in accordance with the results of previous research conducted by (Amelia, 2020) (Gulla et al., 2015) (Loindong & Moha, 2016) (Alvianna, 2017a)(Alvianna, Earlike, et al., 2020) that Service Quality has a positive influence on Repurchase Interest through Customer Satisfaction.

V. CONCLUSION

This study has 3 variables, System Quality, Information Quality, and Service Quality, of the three variables only 2 variables have an effect on Return Interest through Customer Satisfaction, namely Information Quality and Service Quality, while System Quality has no influence on Return Interest through Customer Satisfaction.

Based on the description above, it can be concluded that the Quality of Information and Service Quality has a strong enough influence to make tourists visit or have a vacation in Jawa Timur Park 3, while the Quality System is not strong enough in influencing tourists to decide to visit Jawa Timur Park 3. visiting Jawa Timur Park 3 they do not see the quality of the system there, tourists pay more attention to the quality of information and service quality provided by Jawa Timur Park 3 so that these two variables greatly influence the decision of tourists to determine their visit to Jawa Timur Park 3. In addition to the variables studied, other things need to be considered in seeing tourist interest (Shodiq et al., 2018)(Alvianna, 2017b)(Hidayatullah, 2020). Besides, the empowerment of pokdarwis also needs to be considered to grow the local economy around Jatim Park3(Hidayatullah & SBW, 2011) (Hidayatullah et al., 2017) (Rachmawati et al., 2020)(Hariyanti et al., 2020)(Hidayatullah et al., 2018). In addition to this, technology factors also need to be considered in managing tourist destinations, considering that currently the millennial age dominates so that the existence of technology and social media in services and information delivery needs to be done (Rachmawati et al., 2019)(Zharfaningrum et al., 2020)(Amelia, Rizka ; Hidayatullah, 2020)(Neuhofer et al., 2012).

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