

# Analysis of the Influence of Tourist Destinations and Service Quality on Tourist Satisfaction Visiting the Jawa Timur Park in the New Normal Era

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**Abstract:-** East Java Province has various regions with destinations and attractions that attract tourists, one of which is Batu City, which has a featured tourism made in Jawa Timur Park. This study aims to determine the effect of tourist destinations and service quality on tourist satisfaction visiting the Jawa Timur Park in the new normal era. The population of this research is all tourists who have visited Jawa Timur Park, especially in the new normal era with a total sample of 70 people. Data analysis used descriptive statistical analysis, multiple linear regression and hypothesis testing. The results showed that tourist destinations had no effect on tourist satisfaction, while service quality had a dominant effect on tourist satisfaction. With this, it adds to the perspective that the better the services provided will increase tourist satisfaction.

**Keywords—component:** *Tourism Destinations, Service Quality, and Tourist Satisfaction, New Normal.*

## I. INTRODUCTION

According [1] the tourism sector is one of the largest contributors to Indonesia's foreign exchange, second only to oil and gas. This statement was made because Indonesia is the largest archipelagic country in the world [2]. which has a diversity of ethnicities, cultures, regional languages and natural beauty. Therefore, Indonesia has the potential to develop tourist destinations ranging from cultural tourism, natural tourism, and artificial tourism. The combination of cultural, natural and artificial tourism has attracted foreign and domestic tourists so that currently the tourism sector can benefit Indonesia because there are many tourism potentials

that can be developed optimally [3]. The extraordinary natural beauty of Indonesia and cultural tourism which can be used as a place for education to create a magnet for tourists. Likewise with artificial tourism that is no less attractive as a choice of tourist destinations.

Some areas in Indonesia, one of which is the province of East Java, this province has several charming man-made tours such as the marine tourism in Lamongan which is located in the city of Lamongan. The uniqueness of Lamongan marine tourism is located on the Tanjung Kodok beach because the attractions that are served are in the form of a game with euphoria on the edge of the Tanjung Kodok beach. Apart from marine tourism in Lamongan, East Java has another excellent artificial tour, namely Jawa Timur Park which is located in Batu City. Jawa Timur Park packages a vehicle for tourist destinations and family education which can be said to be a complete package of tourist attractions [4][5]. Apart from amazing rides, Jawa Timur Park also has hotels, restaurants, roads to Jawa Timur Park which are already good, and adequate public facilities. The attractions owned by Jawa Timur Park add new experiences for tourists, such as experiencing eating at the Jungle Restaurant with a panoramic view of safe wildlife. Large and safe parking is one of the main components because tourists don't have to worry about enjoying the Jawa Timur Park area. Clear signposts and good road conditions make tourists happy to go to the Jawa Timur Park area. The difference in services provided by Jawa Timur Park when it was new normal paid close attention to health protocols. In addition to services that prioritize health protocols, there have also been changes to operational to non-operational systems. Like ordering tickets for Jawa Timur Park. Purchasing tickets for Jawa Timur Park

online is intended to prevent queues or crowds of tourists at Jawa Timur Park counters. Then tourists are required to comply with health protocols such as wearing masks, maintaining distance and sterilizing tourists before entering the Jawa Timur Park area. Services for tourist destinations, hotels and restaurants owned by Jawa Timur Park have also experienced changes in the new normal era. Therefore, from this explanation, the writer tries to analyze the influence of tourist destinations and service quality on the satisfaction of tourists visiting East Java Park in the new normal era. The formulation of the problems in this study are 1) Is there a partial influence between the tourist destination variables on the tourist satisfaction variable? 2) Is there a partial influence between service quality variables on tourist satisfaction variables? 3) Is there a simultaneous influence between tourist destination variables and service quality variables on tourist satisfaction variables? 4) Does the dominant service quality variable affect the tourist satisfaction variable?

## II. LITERATURE REVIEW

### ➤ *Tourism Destinations*

The definition of a tourist destination is traditionally referred to as a geographical area such as a country, island, or city [6]. Meanwhile [7] stated that tourist destinations are places that can attract tourists to stay temporarily which consists of various tourist amenities. So that a tourist destination is a geographical area such as a country, city and village. With tourist attractions such as attractions, amenities, and accessibility. Tourist destinations to be visited by a group of people or individuals on a temporary basis. That way there is a concept of a destination area (destination area). Likewise, the area of origin of tourists is called origin. Jawa Timur Park has unique attractions, adequate amenities and good accessibility to make it a tourist destination.

### ➤ *Attractions*

[8] defines attraction, which is something that has several categories that can cause behavior that causes tourist behavior to come to the source. Also seen contained interpersonal attractions. [9] states that attractive attractions will bring in large numbers of tourists and are fixated on the performances presented. Meanwhile, according to (Roger and Slinn 1998) argues that attractions are all components of a tour or attraction of a tourist spot that can attract tourists to visit the place. Jawa Timur Park has innovated in the field of attractions presented such as Dino Park which makes tourists return to the past in the era of dinosaur. In line with research conducted by [11] where the accessibility of tourist destinations also affects the satisfaction of visiting tourists.

### ➤ *Amenities*

Amenities are all forms of facilities that provide services to tourists for all their needs while staying or visiting a tourist destination, such as hotels, restaurants, bars, cafes, shopping centers, souvenir shops. This company provides services when tourists come to visit a tourist destination [12]. In this case it can be in the form of accommodation, cleanliness and accessibility [13]. Opinion (Sugiyama 2011) explains that amenities are all supporting facilities that are used to complement the needs of tourists when carrying out

tourist activities in a tourist spot such as accommodation facilities, restaurants and entertainment and shopping places. Jawa Timur Park provides facilities such as 4-star hotels, unique and interesting restaurants, and souvenir shops in the Jawa Timur Park area.

### ➤ *Accessibility*

Accessibility is the scale of potential and the ease with which individuals or groups can reach a journey. The use of travel access has an impact on the implementation of daily activities which in turn has an impact on the transportation network and the transportation system as a whole [15]. Accessibility is an important element to facilitate the movement of a group or person from one place to another. These transfers can be in short, medium, or long distances. In making the move, a means of transportation is needed which is based on tourist motivation, time availability, and economic capacity. Various kinds of transportation models will be one of the supporters and drivers of the progress of tourism destinations (Prasiasa, 2013: 24 on Setyanto and Pangestuti 2019). Then (Hadiwijoyo, 2012:96) reveals accessibility, which is a means to make it easier for tourists to go to tourist destinations, not only about the ease of transportation for tourists but in reaching these tourist destinations it also requires time estimation, directions to tourist sites and others. Access to Jawa Timur Park has provided signposts that make it easier for tourists to visit Jawa Timur Park.

### ➤ *Service quality*

The quality of business services in meeting consumer needs is balanced with the accuracy of the delivery of these services to meet consumer desires. Such as time dexterity in providing services, minimal human error, friendliness, after getting service, and consumer comfort in receiving services [17]. Service is very important for the consumer point of view. So that the level of excellence of a quality service must be conveyed well or excellent service according to consumer expectations. Thus, consistency in the ability of producers to meet consumer expectations is very important [18]. Jawa Timur Park as well staff serving tourists with predefined SOPs when changing services in a normal new era.

### ➤ *Reliability, Responsiveness, Assurance, Empathy*

The identification of service quality can be evaluated in terms of reliability, responsiveness, assurance, empathy. Understanding reliability is the suitability of officers in realizing the services that the company has promised to customers. Responsiveness is the responsiveness of employees in serving and helping customers, such as employee responsiveness to customer complaints. Assurance is a guarantee provided by employees such as regarding company product information and can provide assurance of customer security for the company. While empathy is sensitivity and reflectivity to customers in providing services or providing reflex to customers or can also be read to see customer wants and needs [19]. Jawa Timur Park staff who are in reliability can handle complaints well, are responsive in serving tourists who visit, provide assurance to tourists that accurate information, and have empathy for tourists who are having difficulty operating existing facilities in the Jawa

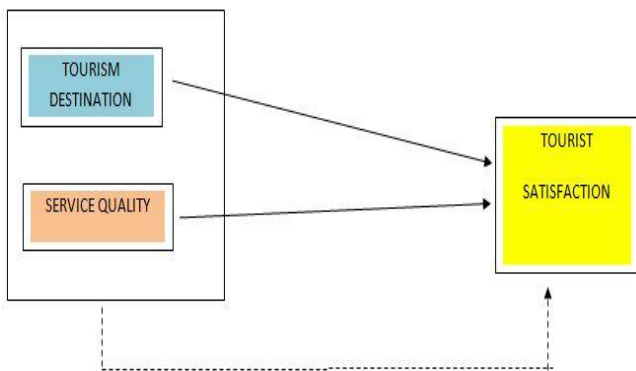
Timur Park area. In this study, there is no tangibles element in Jawa Timur Park.

➤ *Tourist Satisfaction*

Service quality is an important expectation for tourists in achieving satisfaction. This is because tourists are satisfied with these tourist products, attractions, amenities and accessibility of a tourist destination. In addition, the parameters of a service quality from employees also have an important effect, such as good service from employees, friendly salespeople and the community at tourist attractions. So tourists tend to come back again to enjoy the location and services provided because they are satisfied [20]. Satisfaction is a feeling of pleasure or disappointment from someone who passes expectations and becomes reality or can be interpreted as a feeling that arises after comparing the performance of the product that is thought with the suitability of the expected work results [21]. Jawa Timur Park provides satisfaction to tourists with destinations that are owned by East Java Park and has made tourists come back to visit Jawa Timur Park.

**III. RESEARCH METHODS**

*A. Research Conceptual*



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

*B. Research Model*

This study focuses on the study of the influence of tourist destinations and service quality on tourist satisfaction to the Jawa Timur Park in the new normal era. This research is an explanatory research [22], this research was conducted in Batu City, East Java. Population is a community with certain characteristics to be used as objects by researchers then studied and used as conclusions [23] and the population in this study were all tourists who had visited Jawa Timur Park, especially in the new normal era. As for the research sample, because the population is not known. Because the number of question items in this study amounted to 10, so the maximum sample size of this study was  $7 \times 10 = 70$ . The data analysis technique used descriptive statistical analysis, multiple linear regression and hypothesis testing.

*C. Operational Definition*

Table : Operatuonal Definiition Variable

| No | Research variable                               | Operational definition   | Indicator  |
|----|---|--|--|
| 1. | Tourism destination                             | Is a geographic area such as a country, city and village. With tourist attractions, amenities, and accessibility. Tourist destinations to be visited by a group of people or individuals on a temporary basis  | Attractions<br>Amenities<br>Accessibility  |
| 2. | Attractions                                     | Attraction is an adient behavior that can attract a person or group to come to a crowd or an object  | Jawa Timur Park has unique and interesting attractions   |
| 3. | Amenities                                       | Amenitas are facilities provided by a place or object for the convenience of tourists or visitors  | Jawa Timur Park has a restaurant with a panoramic view of protected wildlife with safe protective glass facilities   |
| 4. | Accesssibility                                  | Accesssibility is the scale of potential and the ease with which individuals or groups can reach a journey   | The road condition to Jawa Timur Park is good  |
| 5. | Service Quality                                 | Quality of service is an effort to meet consumer needs balanced with the accuracy of the delivery of these services in order to fulfill the desires of tourists. The tourists will feel happy and want to return to these attractions  | Reliability, Responsiveness, Assurance, Empathy  |
| 6. | Reliability, Responsiveness, Assurance, Empathy | Reliability, Responsiveness, Assurance, Empathy components to achieve good service quality in order to meet the needs and desires of tourists.   | -Reliability, suitability of Jawa Timur Park officers in realizing the services that the company has promised to customers<br>-Responsiveness, the alertness of Jawa Timur Park employees in serving and helping customers such as employee responsiveness in customer complaints<br>-Assurance, guarantees provided by employees of Jawa Timur Park, such as regarding company product information and can provide customer confidence in the company<br>-Empathy, the sensitivity of Jawa Timur Park employees and reflectivity to customers in providing services or providing reflex help to customers |
| 7. | Tourist Satisfaction                            | Tourist satisfaction is the feeling of joy or disappointment felt by tourists in receiving services provided by a place or object to tourists. As well as feeling satisfied and convey these feelings to others so that they influence or suggest other people to visit the place. | The Jawa Timur Park provides satisfaction to tourists with destinations owned by Jawa Timur Park and has made tourists come back to visit Jawa Timur Park.   |

*D. Demographic Statistic*

Table 2 : Demographic Statistic Respondent

| Item   | Optional            | Frequency | Percentag |
|--------|---------------------|-----------|-----------|
| Gender | Laki laki           | 25        | 35,7      |
|        | Perempuan           | 45        | 64,3      |
| Works  | PNS                 | 7         | 10        |
|        | Swasta              | 17        | 24,3      |
|        | Mahasiswa/pelajar   | 33        | 47,1      |
|        | Lainnva             | 13        | 18,6      |
| Asal   | Malang              | 36        | 51,4      |
|        | Luar Malang         | 34        | 48,6      |
| Usia   | 15-20 Tahun         | 5         | 7,1       |
|        | 20-30 Tahun         | 44        | 62,9      |
|        | 30-40 Tahun         | 10        | 14,3      |
|        | Lebih Dari 40 Tahun | 11        | 15,7      |



E. Regression Analysis

Equation  $\rightarrow Y = PXY1 + PXY2 + e \dots\dots\dots (1)$

Table 3: Result Of Regression Analysis Path Test

| Model                   | Var                          | Unstandardized Coefficients |           | Standardized Coefficients | T | Sig.  |
|-------------------------|------------------------------|-----------------------------|-----------|---------------------------|---|-------|
|                         |                              | B                           | Std.Error | Beta                      |   |       |
| (Constant)              |                              | 1,245                       | 0,571     |                           |   | 0,033 |
| Destinasi Wisata        | X1                           | -0,0226                     | 0,098     | -0,227                    |   | 0,085 |
| Kualitas Layanan        | X2                           |                             |           | 1,152                     |   | 0,000 |
| Dependent Variabel      | Kepuasan Wisatawan (Y)       |                             |           |                           |   |       |
| R                       | 0,939                        |                             |           |                           |   |       |
| R <sub>2</sub>          | 0,883                        |                             |           |                           |   |       |
| R <sub>2</sub> Adjusted | 0,879                        |                             |           |                           |   |       |
| F <sub>hitung</sub>     | 251,644                      |                             |           |                           |   |       |
| Line Equation           | $Y = PXY1 + PXY2 + e$        |                             |           |                           |   |       |
| Result                  | $Y = -0,226x1 + 0,836x2 + e$ |                             |           |                           |   |       |

In Table regression analysis it can be seen that the regression model where the significant value of the Tourism Destination variable (X1 = 0.085), Service Quality (X2 = 0,000) means that the X2 variable has a significant effect because the sig value is less than 0.05, while the X1 variable has no significant effect because of the sig is greater than 0.05, but the value of R2 or R Square contained in the Model Summary table is 0.883, this shows that the contribution or contribution of the influence of X1 and X2 on Y is 88.3%, while the rest is 1, 17% is the contribution of other variables not included in this study. Meanwhile the value of  $e1 = \sqrt{1 - 0.883} = \sqrt{1.17} = 1.081$ . To find out whether the regression model above has a joint or simultaneous effect, the F test is needed. The F test shows that the results of the regression results obtained by the results of the F count is 251,644 with a significant value of 0,000, this means  $0,000 < 0.05$ , this means X1 and X2 jointly affect Y.

IV. DISCUSSION

A. The Influence of Tourist Destinations on Tourist Satisfaction in Jawa Timur Park

From the results of the SPSS test, it was found that in this study, the influence of tourist destinations on tourist satisfaction in the East Java Park was obtained by the t count of -1.746 with a probability of 0.085, this figure is greater than 0.05. So it can be said that tourist destinations do not have a significant effect on tourist satisfaction in Jawa Timur Park. This result is not in line with the journal written by [11] entitled The Effect of Attraction, Accessibility, Amenity, Ancillary on the Satisfaction of Millennial Generation Visiting Tourist Attractions because the results of this study

show that attractions and ancillary have a positive and significant effect on customer satisfaction.

B. The Influence of Tourist Destinations on Tourist Satisfaction in Jawa Timur Park

From the results of the SPSS test, it is found that in this study the influence of service quality on tourist satisfaction in Jawa Timur Park shows that the t count is 8.84 with a probability of 0.000, this number is smaller than 0.05. So it can be said that the service quality has a significant effect on tourist satisfaction in Jawa Timur Park. These results are in line with the journal written by [16] with the title The Effect of Tourism Destination Components (4A) on Visitor Satisfaction at Gemah Tulungagung Beach, because the results of this study indicate that there is a significant influence between the components of Tourism Destinations (4a) on Satisfaction. Tourists visiting Gemah Tulungagung Beach.

C. Tourist Destinations and Service Quality Affect Tourist Satisfaction in Jawa Timur Park

From the results of the SPSS test, it is found that in this study Tourism Destinations and Service Quality have a joint or simultaneous influence, which is required with the F test. The F test results in the regression results obtained by the F count of 251,644 with a significant value of 0,000, this means more than 0,000. smaller than 0.05, this means that tourist destinations and service quality jointly affect tourist satisfaction. These results are in line with the journal written by [14], the results showed that the attraction and service facilities simultaneously have a significant effect on tourist satisfaction, attractions have a significant effect on tourist satisfaction, and service facilities have a significant effect on tourist satisfaction.

D. Service Quality Has Dominant Influence on Tourist Satisfaction in Jawa Timur Park.

From the results of the SPSS test, it is found that in this study the influence of service quality on tourist satisfaction in Jawa Timur Park shows that the t count is 8.84 with a probability of 0.000, this number is smaller than 0.05. So it can be said that the service quality has a significant effect on tourist satisfaction in Jawa Timur Park. While tourist destinations on tourist satisfaction in Jawa Timur Park, the result of t count is -1.746 with a probability of 0.085, this figure is greater than 0.05. So it can be said that tourist destinations do not have a significant effect on tourist satisfaction in Jawa Timur Park. So that service quality has a dominant effect on tourist satisfaction in Jawa Timur Park. This result is not in line with the journal written by [24] entitled The Influence of Tourist Attractions, Facilities, and Service Quality on Visitor Satisfaction at Ragunan Zoo, Jakarta, because the results of this study indicate that service quality does not have a dominant effect on tourist satisfaction.

## V. CONCLUSION

From the results of research and discussion of tourist satisfaction in Jawa Timur Park, it is found that tourist destinations have no positive and insignificant effect on tourist satisfaction in Jawa Timur Park so that the first hypothesis is not accepted. While service quality has a positive and significant effect on tourist satisfaction in Jawa Timur Park so that the second hypothesis is accepted. Then tourist destinations and service quality simultaneously affect tourist satisfaction so that the third hypothesis is accepted. More better the quality of service provided will have a positive and significant effect on tourist satisfaction in Jawa Timur Park, Likewise what was conveyed by [25] The Effect Of Tourism Facilities and Service Quality On Visitor Satisfaction In Taman Margasatwa Ragunan Jakarta, 2016 the quality of service on visitor satisfaction is in the medium category. The better the tourist facilities and service quality at TMR, the higher the visitor satisfaction at TMR. As an effort to increase visitor satisfaction at TMR, things that can be done are increasing the number and cleanliness of toilets and increasing the reliability of employees in providing services. Based on result of the response from the population in this study, visitors to Jawa Timur Park do not feel worried about the implementation of tourism in the new normal era, because the Jawa Timur Park is very concerned about health regulations and do other things. such as social distancing, arrangement before entering the area Jawa Timur Park, without compromising the good quality. This research needs to be further developed into or using broader variables such as satisfaction juxtaposed with price [26], compared to destination image [27], collaborated with technology [28][29] [30], or seen from the empowerment of tourism awareness groups ( pokdarwis) [31] [32] and how to develop with an investment pattern[33][34]. Furthermore, the creativity of the tourist destination managers also needs an entrepreneurial or entrepreneurial spirit in the development of various existing destination attractions [35][36], as well as paying attention to the factors that affect satisfaction such as green products produced [37] and others [38] [39].

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