

# Analysis of Service Quality and Tourist Attractiveness on Return Visit Decisions with Tourist Satisfaction as an Intervening Variable (Case Study of Tourism Office of Banyuwangi)

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## ABSTRACT

This study aims to analyze the quality of service and tourist attraction towards the decision to visit again through tourist satisfaction in the tourist attraction of Jawatan Banyuwangi. This research method uses quantitative descriptive research, data collection techniques using purposive sampling by distributing questionnaires to 50 tourists. The analytical method used is path analysis using SPSS version 21 and the Sobel test calculator to test hypotheses. The results showed that: 1. Service quality variables did not affect tourist satisfaction. 2. Variables of tourist attraction affect tourist satisfaction. 3. Service quality variables affect the decision to visit again. 4. Variables of tourist attraction affect the decision to visit again. 5. Variable quality of tourist services does not affect the decision of a return visit through tourist satisfaction, where the influence of intervening is given partially. 6. The tourist attraction variable does not affect the decision to visit again through tourist satisfaction, where the influence of intervening is given partially. 7. Tourist satisfaction variables do not affect the decision to visit again.

**Keywords :** Service quality, Tourist Attraction, Decision to Visit Again and Tourist Satisfaction.

## 1. INTRODUCTION

The tourism sector is defined as an industry associated with leisure and travel, and is believed to be one of the many developing sectors in the world and contributes to a country's economic growth as well as providing economic benefits to the region (Chee-Hua, May-Chiun, Songan, Nair 2014). Likewise, what was done by the regional government of Jember which eased the bureaucracy with the aim that many investors would come, apart from being used as tourism job creators it was also used as infrastructure development activities in each region so that it was more evenly distributed. Such as the development of several natural attractions in Jember such as beaches, hills and waterfalls or artificial tourism such as bathing pools and agro tourism, the more tourists who are attracted to tourist objects the faster the improvement of access to tourist attractions.

In research conducted by Zahrotul Umami (2015: 201) social strategy through impact and social impact strategies on social media can be used by tourism actors to retain customers so that customer satisfaction can be fulfilled so that customer loyalty will be created for products or services offered by tourism actors. Customer loyalty can be described by the visitor's decision to revisit the tourist attraction. Interest in revisiting is a feeling of wanting to revisit a tourist destination in the future. Tourists who have an interest in making a repeat visit can be indicated by a willingness to revisit the same destination in the future. Future and recommend destinations to others (Allameh, et al., 2015 citing Hume, et al., 2007; Ryu, et al., 2010; Som, et al., 2012).

According to Rinta Pratiwi et al 2015 in his journal, it is stated that bathing pools or waterparks are a tour that is much favored by the general public. Every region in Indonesia has this type of tourism, because water tourism is currently a tourism industry that has great potential and is very profitable.

As was the case with the Banyuwangi Bureau tourist attraction, every holiday there are lots of tourists coming from various regions, those who come partly due to recommendations from close people who were satisfied after visiting the Banyuwangi Bureau of tourism objects. Hanif (2016), tourists who feel satisfied when visiting tend to intend to make a return visit, either to the same tourist attraction or even feel curious/inquisitive and seek information related to other tourist attractions which then decide to visit the tourist attraction again.

Al-Ababneh (2013) states that the quality of service at facilities, accessibility and tourist attractions has a direct impact on tourist satisfaction, where this has an impact on the high or low number of tourist visits, so that the intention of tourists to return to these tourist attractions is influenced by the impression that obtained by tourists and the impression obtained is a form of tourist satisfaction with tourist attractions, facilities and quality of service.

Therefore this study aims to see the effect of service quality and tourist attraction directly on the decision to return or indirectly through tourist satisfaction, the respondents in this study were all tourists from the Banyuwangi Bureau.

## **2. THEORETICAL REVIEW**

Services are service activities that do not have a physical body, cannot be touched and are not visible to the eye, which are given from one party to another (Harman Malau, 2017: 59). According to Halman Malau (2017: 59), services have special characteristics. There are four characteristics: 1. Not materialized 2. Diverse 3. Cannot be separated 4. Does not require storage space. While in the context of service marketing Loyalty is defined by Bendapudi & Berry (1997) as a response that is closely related to a promise to uphold the commitment that underlies the continuity of the relationship and is usually reflected in continuous purchases from the same service provider on the basis of dedication or pragmatic constraints. Quoted from Tjiptono (2014: 398) according to Sheth & Mittal (2004) customer loyalty is a customer's commitment to a store brand, or supplier based on a very positive attitude and is reflected in consistent repeat purchases. Repurchase intention is part of buying behavior where in the context of repurchasing interest there is the concept of loyalty (Solderlund and Vilgon, 1999). Fornell (1992) states that satisfied consumers or customers will make repeat visits in the future and tell others about the services they feel. Mowen (1995) defines customer satisfaction as an overall attitude towards an item or service after its acquisition and use. In other words, customer satisfaction is an after-purchase evaluative assessment resulting from a specific purchase selection. Satisfaction is the level of one's feelings after comparing the performance/results felt with expectations (Oliver in Supranto, 2006: 233). Wyckof (in Loveock, 1998) service quality is the level of excellence (excellence) expected and the control over that excellence to fulfill customer desires. The implication is that good or bad service quality depends on the ability of service providers to consistently meet customer expectations. Tourist attraction is a determining element in a tourism offer, a strong attraction and different than others make a tourist attraction capable of motivating tourists to make return visits to the tourist attraction (Gromang, 2003).

## **3. RESEARCH METHOD**

In this study, researchers tried to explain the factors that influence the decision to return (Y) with tourist satisfaction as an intervening variable (Z), while the factors that influence are service quality (X1) and tourist attractiveness (X2).

From the results of relevant previous research theory studies, the problem formulation and research objectives above, a hypothesis can be made as follows: H1: It is suspected that service quality has a significant effect on Banyuwangi Bureau Tourist Satisfaction. H2: Allegedly Tourist Attraction has a significant effect on Tourist Satisfaction Banyuwangi Office. H3: It is suspected that service quality has a significant effect on the decision to revisit tourists from the Banyuwangi Office. H4: It is suspected that tourist attractiveness has a significant effect on the decision to revisit tourists from the Banyuwangi Office. H5: It is suspected that service quality has a significant effect on the decision to revisit through tourist satisfaction. H6: It is suspected that tourist attractiveness has a significant effect on the decision to revisit through tourist satisfaction H7: It is suspected that tourist satisfaction has a significant effect on the decision to revisit tourists from the Banyuwangi Bureau The Banyuwangi Bureau is a natural tourist spot which is a development of an area owned by Perhutani which was previously a log stockpiling site belonging to the Perhutani KPH South Banyuwangi which is located at Benculuk Cluring Banyuwangi Village. Operations of the Banyuwangi Bureau start at 7.30 WIB to 17.30 WIB. With an entrance ticket price of IDR 15,000. The population in this study were all Banyuwangi Bureau tourists, Quoted from Nelly Novia et al (2019:11) to determine the research sample size of the population, a formula of 15 or 20 x independent variables could be used (Joseph F.Hair, 1998). So that the number of respondents who were used in the study of 40 tourists and this sample was taken on holidays. Because most of the Banyuwangi Bureau of tourists are students and parents who have free time only on holidays.

The sampling technique used is a non-probability sampling approach, namely a sampling technique that does not provide an opportunity for every element or member of the population to be sampled. Sampling was carried out using purposive sampling technique, in which samples were taken based on criteria or considerations determined by the researcher himself. The criteria used in this study were a minimum age of 15 years and visiting the Banyuwangi Office more than once.

This research uses a type of quantitative descriptive research. Identification of variables includes dependent or endogenous variables: decision to return, intervening variables: tourist satisfaction and independent or exogenous variables: service quality and tourist attraction. The method used in this research is observation, interviews, questionnaires and literature study.

## **4. RESULTS AND DISCUSSION**

This research tested 50 tourists according to the research criteria used, out of 50 tourists 31 tourists were women, 22 tourists aged 20-24 years and all tests used SPSS Version 21. From the results of testing the questionnaires, 50 questionnaires used the correlation technique with Pearson's r can be seen from the 18 indicators of the 4 variables that the researcher used as the basis for the statement, all of which can be said to be valid because the r count value is > the r table value. Based on the results of calculations using SPSS Version 21, it shows that the Cronbach Alpha value of all variables is more than 0.60 and can be said to be reliable. Based on the normal plot graph, it can be seen that the dots spread around the diagonal line and the spread is not far from the diagonal line. This shows that the pattern graph is normally distributed, so the regression model meets the assumption of normality. While the

normality test with Kolmogorov Smirnov obtained results ( $0.061 > 0.05$ ) then the residual value can be stated to have normal data, which is normally distributed, meaning that the data is considered to represent the population and data that is normally distributed. The value commonly used to indicate the existence of multicollinearity is a tolerance value  $< 0.10$  or the same as a VIF value  $> 10$  (Ghozali, 2011). Based on these tests it can be concluded that all the independent variables tested in this study did not occur multicollinearity.

Detecting whether there is heteroscedasticity can be done by looking at whether there is a certain pattern on the scatterplot graph between SRESID and ZPRED, where the Y axis is Y that has been predicted and the X axis is the residual (Y predicted – Y actually) which has been standardized (Ghozali, 2011). Based on the test results, it shows that the results of the heteroscedasticity test using the scatterplot are the points produced on the scatterplot image spread and are irregular in shape so that it can be said that there is no heteroscedasticity.

In his journal Ni Made Nurcahyani et al (2016:21) according to the main (2009:135) path analysis is an extension of multiple linear regression analysis, to estimate the causality relationship between tiered variables based on theory. The path coefficient is calculated by using two structural equations, namely the regression equation which shows the hypothesized relationship. From the path analysis test with a significance of 5% or 0.05, the following test results are obtained:

To test the effect of the intervening variables using the method developed by Sobel (1982) and known as the Sobel test (Ghozali 2013). The Sobel test is carried out by testing the strength of the indirect influence of the independent variable (X) on the dependent variable (Y) through intervening (M). The Sobel test is used to test the fifth and sixth hypotheses. In this study the authors used the Sobel test calculator on the internet with the website address <http://quantpsy.org/sobel/sobel.htm>, the following are the results of testing the hypothesis to five, it is suspected that service quality (X1) has a significant effect on the decision to revisit (Y) through tourist satisfaction (Z).

From the results of the Sobel test in the figure it is known that tourist attraction (X2) does not significantly influence the decision to return (Y) through tourist satisfaction (Z), because  $t \text{ count} < t \text{ table}$ , namely  $0.71104831 < 2.01290$ . So from the results of the Sobel test it can be seen that service quality (X1) and tourist attractiveness (X2) do not significantly influence the decision to return (Y) through tourist satisfaction (Z).

The coefficient of determination is used to measure the ability of the model to explain variations in the dependent variable (Ghozali, 2011). From the results of the path analysis, it is obtained that the coefficient of determination between tourist satisfaction (X1) and tourist attraction (X2) on tourist satisfaction (Z) is 0.178 and for the coefficient of determination between tourist satisfaction (X1), tourist attraction (X2) and tourist satisfaction (Z) on the decision to return (Y) of 0.469. The value of the coefficient of determination is between zero and one. A small R<sup>2</sup> value means that the ability of the independent variables to explain the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable (Ferdinand, 2006). With these conditions and the research results obtained are very far from number 1, it can be concluded that the ability of the independent variables to explain the dependent variable is very limited.

The t statistical test basically shows how far the influence of one explanatory (independent) variable individually explains the variation of the dependent variable. The t test has a significance value of  $\alpha = 5\%$ . The criterion for testing the hypothesis using the t statistical test is if the significance value of t (p-value) is  $< 0.05$ , then the alternative hypothesis is accepted, which states that an independent variable individually and significantly affects the dependent variable (Ghozali, 2016).

Interpretation and research is :

a) The Effect of Tourist Attraction on Tourist Satisfaction

The results of the path analysis in the t test for the second hypothesis (H2) can be seen in table 4.9 that tourist attraction has an effect on tourist satisfaction by looking at the significance value of  $0.006 < 0.05$  with a large influence of 0.434 or 43.4%. The results of this study are in accordance with previous research conducted by Ni Nyoman Wartini et al (2018) and Sulastri et al (2018) which stated that tourist attraction has a positive and significant effect on tourist satisfaction. So it can be concluded that tourist attraction affects tourist satisfaction, the more attractive a tourist object is, the more satisfied tourists will be. With a greater influence value ( $0.434 > -0.026$ ) of the service quality variable, it can be concluded that in this study the tourist attraction variable dominates tourist satisfaction.

b) The Effect of Service Quality on Return Visit Decisions

The results of the path analysis on the t test on the third hypothesis (H3) can be seen in table 4.9 that service quality influences the decision to revisit by looking at the significance value of  $0.016 < 0.05$  with a large influence of 0.308 or 30.8%. The results of this study are in accordance with previous research conducted by Ni Nyoman Wartini et al (2018) and Bellinda Sofia Nuraeni (2014) that service quality has a positive and significant effect on increasing tourist interest in repeat visits. So it can be concluded that service quality has a significant effect on the decision to return, the better the service quality, the more likely tourists are to decide to visit again.

c) The Effect of Tourist Attraction on Return Visit Decisions

The results of the path analysis on the t test on the fourth hypothesis (H4) can be seen in table 4.9 that tourist attraction influences the decision to revisit by looking at the significance value of  $0.007 < 0.05$  with a large influence of 0.378 or 37.8%. The results of this study are in accordance with previous research conducted by Ni Nyoman Ayu Wiratini et al (2018), Sulastri et al (2018) and Dilla Pratiyudha Sayangbatti et al (2013) which stated that tourist attraction has a positive and significant effect on intention to return. So it can be concluded that significantly tourist attraction influences the decision to return, the greater the attractiveness of a tourist object, the greater the chance for tourists to decide to visit again.

d) The Effect of Service Quality on Return Visit Decisions through Tourist Satisfaction.

The results of the Sobel test conducted on the fifth hypothesis (H5) can be seen in Figure 4.5 that service quality does not affect the decision to return through tourist satisfaction, which can be seen from the value of  $t_{count} < t_{table}$ , namely  $-0.38025668 < 2.01290$ . So it can be seen in this research that there is no influence of service quality on the decision to return through tourist satisfaction at the Dira Park Ambulu tourist attraction. This study yielded findings that were different from previous research conducted by Dewi Istikomah et al (2019) which stated that based on the results of the Sobel test, the results showed that there was a significant intervening influence on visitor satisfaction between the relationship between price and service quality variables on the decision to return. Where the intervening effect given is the intervening effect partially.

e) The Effect of Tourist Attractiveness on Return Visit Decisions through Tourist Satisfaction.

Furthermore, it can be seen in Figure 4.6 that tourist attraction has no effect on the decision to return through tourist satisfaction, which can be seen from the value of  $t_{count} < t_{table}$ , namely  $0.71104831 < 2.01290$ . So it can be seen that in this study there is no influence of tourist attraction on the decision to visit again through tourist satisfaction at the Dira Park Ambulu tourist attraction. This study yielded findings that were different from previous research conducted by Fitriandini Dwi Parastiwi et al (2017) which stated that there was a positive influence between natural and word-of-mouth tourist attractions on return visits through visitor satisfaction. So it can be concluded from this study that tourist satisfaction is not able to partially mediate service quality and tourist attraction towards the decision to return to Banyuwangi Bureau of Tourism attractions.

f) The Effect of Tourist Satisfaction on Return Visit Decisions

The results of the path analysis on the t test on the seventh hypothesis (H7) can be seen in table 4.9 that tourist satisfaction does not affect the decision to return by looking at a significance value of 0.113 which is greater than a significance level of 0.05 or 5% with a magnitude of influence of 0.191 or 19.1%. This study produced findings that differ from previous research conducted by Ni Nyoman Wartini et al (2018) and Alvira Zulfa Pallesi et al (2017) which stated that tourist satisfaction has a positive and significant effect on the decision to revisit. So it can be seen in this study that tourist satisfaction cannot encourage tourists to return to tourist attractions in the Banyuwangi Office. In this study, it was not possible to find the cause of the non-significance of tourist satisfaction on the decision to return, so further research is needed.

## 5. CONCLUSIONS AND SUGGESTIONS

The conclusions in this study are 1. The service quality variable has no effect on tourist satisfaction. 2. The variable of tourist attraction influences tourist satisfaction. 3. The service quality variable influences the decision to return. 4. The variable of tourist attraction influences the decision to return. 5. The variable quality of tourism services has no effect on the decision to return through tourist satisfaction, where the intervening influence is given partially. 6. The variable tourist attraction has no effect on the decision to return through tourist satisfaction, where the intervening influence given is partial. 7. The tourist satisfaction variable has no effect on the decision to return

Suggestions and this research a. Future researchers are expected to add more detailed demographic information. b. It is necessary to segment the visiting time of tourists.

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