

The Effect of Service Quality and Facilities on Visitor Satisfaction at Gandoriah Beach, Pariaman City

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Abstract

The main objective of this study was to examine the effect of service quality and facility quality on visitor satisfaction at Gandoriah Beach, Pariaman City. This study uses a quantitative approach. The population of this research is 104,709 tourists visiting Gandoriah Beach. The sample in this study consisted of 398 respondents who were determined using the Slovin formula with an error rate of 5% and the acquisition was made through accidental sampling. Data analysis techniques used multiple regression analysis. The findings show that there is a significant influence between the quality of services and facilities individually to the satisfaction of visitors at Gandoriah Beach, Pariaman City at 57.6% and 45.6%. The joint effect of service and facility quality on visitor satisfaction at Gandoriah Beach, Pariaman City was 57.7%. The results of the study concluded that the quality of services and facilities had an effect on the satisfaction of visitors both together and individually in Gandoriah Beach, Pariaman City.

Keywords: Service quality, facility, visitor satisfaction



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I. Introduction

Pariaman City has many interesting tourist attractions and has great potential to be developed such as Gandoriah Beach, Kata Beach, Angso Duo Island, Ujuang Island, Tengah Island, Kasiak Island, Sunur Beach, Turtle Breeding, Mangrove Forest, Belibis Beach, and Tabuik House. Everything has their own charm.

Tourism business in attracting visitors has very high competitiveness, both at domestic and international level. Tourism service providers must be able to provide satisfaction to visitors who come to the place, namely by always maintaining and improving the quality of services and tourist facilities so that visitors do not feel disappointed. The effort to satisfy visitors must be done profitably or "win win situation" which is a condition where both parties feel happy or not disadvantaged. Consumer satisfaction is a very valuable thing in order to maintain the existence of

these consumers to keep running a business or business[1]. Consumer satisfaction is the extent to which the assumption of product performance meets buyer expectations". If someone's feelings fulfill or even exceed his expectations, then someone can be said to be satisfied [2]. Tourist satisfaction is the level of one's feelings after comparing the perceived performance or results compared to his expectations [3]. A customer's satisfaction can be seen from the level of customer acceptance obtained [4].

Facilities are physical resources that must exist before a service can be offered to consumers [5]. Facilities can also be anything that makes it easy for visitors to get satisfaction. Then the level of visitor satisfaction is obtained from the comparison of actual services received by visitors, with the quality value previously expected. So that the general assumption will apply "good service is service in accordance with consumer expectations [5].

Service quality has an influence on customer satisfaction. He stated that improving service quality would result in customer satisfaction, therefore the service quality must be improved to produce customer satisfaction[5]. The influence when consumers give an assessment of the quality of service, this assessment is a form of consumer satisfaction or dissatisfaction[5]. The reason researchers are interested in taking Gandorih Beach as a research object is because Gandorih Beach is the first and main tourist attraction developed in the City of Pariaman. In addition Gandorih Beach has the highest number of visits among other tourist attractions in the City of Pariaman. Access to Gandorih Beach is very easy because it is located in the heart of the City of Pariaman. Visitors from Padang who take the Pariaman train can access the Gandorih Beach directly because of the train station adjacent to the beach. Just walk five meters, then visitors have arrived at Gandorih Beach.

In measuring service quality there are 2 (two) types of quality used to measure service quality, namely technical quality (outcome) and service quality (process)[6]. The quality of the technique is the quality of service delivery work itself, while the quality of service is the quality of the way the service is delivered. Service is something that is invisible (intangible) so customers tend to measure the quality of services based on how they feel about the service [6]. Then related to the following mentioned indicators of visitor satisfaction according consisting of, happy, happy, facilities found in accordance with expectations, availability of sophisticated and modern information, performance of services provided, and consumer expectations [7].

Several dimensions or attributes that must be considered in improving service quality, namely: [8]

- a. Timeliness of service.
- b. Service accuracy, which is related to reliability.
- c. Politeness and friendliness in providing services.
- d. Responsibilities relating to receiving orders, as well as handling complaints.
- e. Completeness, concerning the availability of supporting facilities.
6. Ease of getting service.
- f. Variation of service models, related to innovation.
- g. Personal service, related to the flexibility / handling of special requests.
- h. Convenience in obtaining services, related to location, space, convenience, and information.
- i. Attributes namely supporting other services such as environmental cleanliness, air conditioning, waiting room facilities, music or TV facilities and so on.

As a marine tourism, visitors who come to Gandorih Beach are spoiled by its white sand and sloping beaches. Besides that the sea breeze from the Indian Ocean and pine trees along the coastal road provide comfort for visitors at Gandorih Beach. Various kinds of major annual events of the City Government of Pariaman are also centered here such as the Gandorih Beach Festival, Tabuik Culture Festival, Tri Athlon, Tour de Singkarak and Pariaman Expo. This is what makes Gandorih Beach as the main tourist destination in the City of Pariaman.

However, based on researchers' observations made on September 18, 2019, that there is still a lack of facilities on the Gondariah Coast, such as hotels or inns, there are still not enough souvenir centers located on the tourist street as a means of promotion, there are still illegal vessels carrying tourists to In the islands around Gondariah Beach, parking attendants sometimes do not provide parking tickets so it seems illegal and there is no safety of the vehicles parked. Furthermore, there is still the behavior of the people around the tourism area which is not polite in treating tourists. Attitude is interpreted as a tendency to respond to something consistently to support or by paying attention to a particular object. Attitudes related to behavior directed at a particular object, person, or situation.

Furthermore Nasrul Abit said, to increase the number of tourist visits to an area, steps needed to be compiled include, Sapta Pesona. Is a condition that is closely related to education to the community to receive tourists with open arms. Some important issues that are still a problem are related to parking, cleanliness and service issues. These problems became the initial revamping program. Enhancing key infrastructure such as roads and supporting infrastructure such as toilets should be a concern. Being a tourist destination, good access and supporting facilities must be prepared [9].

Furthermore, besides its panoramic beauty, Gondariah Beach also presents a variety of marine recreation activities that can be selected while on vacation. Among them, swimming, surfing, and various other types of beach sports. Unfortunately, these recreational facilities are only partially available during weekends and holiday seasons [10].

So it still seems to have not been maximally utilized recreational facilities that are only used on weekends. In fact, if all these facilities are provided every day, it will be able to increase the number of visitors to Gandorih Beach, Pariaman City. Based on

the background of the problem above, the authors feel interested in researching with the title: The Effect of Service Quality and Facilities on the Satisfaction of Visitors at Gandoriah Beach, Pariaman City. The formulation of the problems raised in this study are: 1. Is there an influence of service quality on visitor satisfaction at Gandoriah Beach, Pariaman City? 2. Is there any effect of the facility on visitor satisfaction at Gandoriah Beach, Pariaman City? Is there an influence on the quality of services and facilities together on visitor satisfaction at Gandoriah Beach, Pariaman City?

II. Method

The method in this study uses quantitative research. The approach used in research, processes, hypotheses, down field, data analysis and data conclusions up to writing using aspects of

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5256.636	1	5256.636	540.20	.000 ^a
	Residual	3854.721	396	9.734		
	Total	9111.357	397			

a. Predictors: (Constant), Kualitas Layanan

b. Dependent Variable: Kepuasan Pengunjung

measurement, calculation, formula, and certainty of numerical data. The population in this study were tourists visiting the City of Pariaman Gandoriah Beach. The sample in this study consisted of 389 respondents who were determined using the Slovin formula and the sampling technique was performed by the Multi Stage Random Sampling technique. The data analysis technique used is multiple linear regression which begins with the classic assumption test as required in the regression test. In addition to getting a general picture of the two variables, frequency, mean, and TCR (Respondents' Achievement Rate) are also used.

III. Research Results and Discussion

As stated in the introduction, this research wants to answer three research questions or problem formulations. The first problem statement is:

A. *Effect of Service Quality on Visitor Satisfaction at Gandoriah Beach, Pariaman City*

Based on the research results, the Effect of Service Quality on Visitor Satisfaction at Gandoriah Beach, Pariaman City, can be seen in the following table:

Table 1. The Effect of Service Quality on Visitor Satisfaction at Gandoriah Beach, Pariaman City

Model Summary^b

Model	R	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.760 ^a	.577	.576	3.120

a. Predictors: (Constant), Kualitas Layanan

b. Dependent Variable: Kepuasan Pengunjung

Table 2. Anova Test Results (F) Effect of Service Quality on Visitor Satisfaction at Gandoriah Beach, Pariaman City

Based on Table 1 above, it can be explained that the Adjusted R Square value obtained from the regression analysis is 0.576. That is, the magnitude of the effect of variable service quality on visitor satisfaction is 57.6%. While the remaining amount is influenced by other factors. If you pay attention to the Anova test results in Table 2 above, it can also be seen that the results or the significance value of the influence show the number 0,000a. That is, the truth of the conclusion of the results of this regression test can be trusted to 100%.

B. *Effect of Facilities on Visitor Satisfaction at Gandoriah Beach, Pariaman City*

The second problem formulation of the Effect of Facilities on Visitor Satisfaction at Gandoriah Beach, Kota Pariaman can be seen in the table below:

Table 3. Effect of Facilities on Visitor Satisfaction at Gandorih Beach, Pariaman City

Model Summary ^b					
Model	R	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.676 ^a	.457	3.534	1.280	

a. Predictors: (Constant), Fasilitas

b. Dependent Variable: Kepuasan Pengunjung

Table 4. Anova Test Results (F) Effect of Facilities on Visitor Satisfaction at Gandorih Beach, Pariaman City

Based on Table 3 above, it can be explained that the Adjusted R Square value obtained from the regression analysis is 0.456. That is, the magnitude of the effect of facility variables on visitor satisfaction is 45.6%. While the rest is influenced by other factors. If you pay attention to the Anova test results in Table 4 above, it can also be seen that the results or significance level of the influence show the number 0,000^a. That is, the truth of the conclusion of the results of this regression test can be trusted to 100%.

C. *Effect of Service Quality and Facilities on Visitor Satisfaction at Gandorih Beach, Pariaman City*

The results of the study of the Effect of Service Quality and Facilities on Visitor Satisfaction together can be seen in the following table:

Table 5. Effect of Service and Facility Quality on Visitor Satisfaction at Gandorih Beach, Pariaman City

Model Summary				
Model	R	Adjusted R Square	Std. Error of the Estimate	
1	.761 ^a	.579	3.115	

a. Predictors: (Constant), Fasilitas, Kualitas Layanan

Tabel 6. Anova Test Results (F) Effect of Service Quality and Facilities on Visitor Satisfaction at Gandorih Beach, Pariaman City

ANOVA ^b					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5277.860	2	2638.930	271.913	.000 ^a
Residual	3833.497	395	9.705		
Total	9111.357	397			

a. Predictors: (Constant), Fasilitas, Kualitas Layanan

b. Dependent Variable: Kepuasan Pengunjung

Based on Table 5 above, it can be explained that the Adjusted R Square value obtained from the

ANOVA ^b					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4165.593	1	4165.593	333.533	.000 ^a
Residual	4945.764	396	12.489		
Total	9111.357	397			

a. Predictors: (Constant), Fasilitas

b. Dependent Variable: Kepuasan Pengunjung

regression analysis is 0.577. That is, the magnitude of the effect of variable service and facility quality on

visitor satisfaction together is equal to 57.7%. While the rest is influenced by other factors. If you pay attention to the Anova test results in Table 6 above it can also be seen that the results or the significance value of the influence show the number 0,000a. That is, the truth of the conclusion of the results of this regression test can be trusted to 100%.

The results of research on the effect of service and facility quality on visitor satisfaction at the City of PariamanGandoriah Beach prove that there is an influence on the quality of service and visitor satisfaction facilities at the City of PariamanGandoriah Beach, both simultaneously and individually. Together the influence of service quality and visitor satisfaction at Gandoriah Beach in Kota Pariaman produced a significance number of 0,000 and an Adjust R Square value of 0.577 so that it can be said that its contribution was 57.7% and the R value was 0.579 which means that the variable strength of service quality and facilities to the satisfaction of visitors at Gandoriah Beach, Pariaman City by 57.9%. Based on these explanations it can be concluded that both partially and simultaneously the quality of services and facilities has a significant influence on visitor satisfaction at Gandoriah Beach, Pariaman City.

Furthermore, the test results individually the influence of service quality (X1), and facilities (X2) on visitor satisfaction at Gandoriah Beach, Pariaman City, generating a significance number of 0,000 each and an Adjust R Square value of 0.576 (57.6%, respectively) and 0.456 (45.6%). Therefore it can be said that the contribution of service and facility quality to visitor satisfaction is 57.6% and 45.6%.

By observing the results of this study it can be understood that the results of this study can prove and contribute to strengthening theories and research findings that already exist, as stated by Anderson [5] Stating that service quality has an influence on customer satisfaction. He stated that improving service quality would result in customer satisfaction, therefore the service quality must be improved to produce customer satisfaction. This is supported by Zeithalm[5] which states that there is an influence when consumers give an assessment of the quality of service, this assessment is a form of satisfaction or

dissatisfaction with the customers. Furthermore, service quality has a close influence on satisfaction[5]. Service quality has a close influence on customer satisfaction, quality provides an impetus to customers to establish strong ties with the company. In the long term, such a bond allows the company to understand carefully customer expectations and customer needs. Thus the company can increase customer satisfaction where the company maximizes a pleasant customer experience and minimizes or negates a less pleasant customer experience. In turn, customer satisfaction can create customer loyalty and loyalty to companies that provide quality services

Then the results of this study also reinforce the results of research from [4] saying that the portion of tourism facilities that received the lowest rating is in supporting facilities so it can be concluded that supporting facilities still need to be prioritized to be improved again. Improvement of supporting facilities will affect visitor satisfaction. Then, the portion of tourism facilities that gets the highest rating is supporting facilities so it can be concluded that the supporting facilities are still considered good by visitors so that at this time there is no need to increase the supporting facilities because they do not affect visitor satisfaction.

IV. Conclusion

Based on the results of research and discussion that has been described above, it can be concluded that:

1. There is a significant influence between service quality on visitor satisfaction at Gandoriah Beach, Pariaman City with an Adjust R Square value of 0.576 (57.6%).
2. There is a significant influence between the facilities on visitor satisfaction at Gandoriah Beach, Pariaman City with an Adjust R Square value of 0.456 (45.6%).
3. There is a significant influence between the quality of service and facilities together on visitor satisfaction at Gandoriah Beach, Pariaman City with an Adjust R Square value of 0.577 (57.7%).

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