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SCHOOL OF POLITICAL AND SOCIAL SCIENCE
Bandar Lampung University, Indonesia

Icon-LBG 2016

**The Third International
Conference on Law,
Business and Governance**

PROCEEDINGS

Hosted by
Faculty of Law, Faculty of Economics and Faculty of Social Science
Bandar Lampung University (UBL)

Icon-LBG 2016

THE THIRD INTERNATIONAL CONFERENCE
ON LAW, BUSINESS AND GOVERNANCE 2016

20, 21 May 2016
Bandar Lampung University (UBL)
Lampung, Indonesia

PROCEEDINGS

Organized by:



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PREFACE

The Activities of the International Conference are in line and very appropriate with the vision and mission of Bandar Lampung University (UBL) to promote training and education as well as research in these areas.

On behalf of the Third International Conference on Law, Business and Governance (3th Icon-LBG 2016) organizing committee, we are very pleased with the very good response especially from the keynote speaker and from the participants. It is noteworthy to point out that about 46 technical papers were received for this conference.

The participants of the conference come from many well known universities, among others : International Islamic University Malaysia, Unika ATMA JAYA, Shinawatra University, Universitas Sebelas Maret, Universitas Timbul Nusantara, Universitas Pelita Harapan, Universitas Bandar Lampung, Universitas Lampung.

I would like to express my deepest gratitude to the International Advisory Board members, sponsor and also to all keynote speakers and all participants. I am also grateful to all organizing committee and all of the reviewers who contribute to the high standard of the conference. Also I would like to express my deepest gratitude to the Rector of Bandar Lampung University (UBL) who give us endless support to these activities, so that the conference can be administrated on time

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THE EFFECT OF SERVICES QUALITY ON SATISFACTION OF VISITORS TOURISM IN RECREATION PARK MUTUN BEACH LAMPUNG

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Abstract

Tourism is a product or service with an expectation that consumers can come to visit and be able to enjoy the attractions offered by the service provider company. In order to attract visitors, the manager should be able to provide the best quality service to create a satisfaction for consumers. The study population was visitors Mutun Beach Recreation Park Lampung. The sample was 400 respondents, and the sampling technique is accidental sampling. Data were collected by questionnaire. Analysis of data uses multiple linear regression analysis. The results of descriptive study showed that direct evidence of service quality (tangibles), reliability, responsiveness, assurance and empathy were included in good category. The results of the analysis obtained multiple regression $Y = 11.55 + 0,257X_1 + 0,239X_2 + 0,445X_3 + 0,235X_5 + 0,241X_4$. The test results simultaneously obtained $F_{count} 22.469$ with p value $0,000 < 0,05$. Partial test results obtained an influence on visitor satisfaction of Mutun Beach Recreation Park Lampung for variable direct evidence (responsiveness) of 2.5%, variable reliability of 1.25%, variable responsiveness 7.13%, variable guarantees (assurance) of 1.3%, and variable empathy of 1.14%. The results of the adjusted coefficient of determination (Adjusted R Square) is 0.212. It means that 21.2% of visitor satisfaction is influenced by the quality of service that includes direct evidence (tangibles), reliability, responsiveness, assurance, and empathy and the remaining 78.8% is influenced by other variables outside variables studied. The conclusion of the research is there is a significant influence of direct evidence (tangibles), reliability, responsiveness, assurance, and empathy partially or simultaneously.

Keywords: Quality Of Services, Visitor Satisfaction

1. INTRODUCTION

Tourism is a product of the services offered by a service company in the hope that customers come to visit and enjoy the attractions offered. To be able to attract consumer satisfaction, managers should be able to provide the best quality service to create a consumer satisfaction. Gasperz (2007: 57) said that the application of quality management in the service industry become a basic requirement if you want to compete in the domestic market and the global market.

In general, service industries have different characteristics than manufacturing because the service industry products are not physically tangible. Different characteristics in the service industry often cause difficulty for customer to assess the quality so that size of quality often refers to the customer perception. The quality of service should be started from the customer's needs and ends with customer satisfaction and positive perceptions of the quality of service (Kotler, 2000: 86). Not infrequently customer perception is formed by servicescape, namely the physical evidences that seem to wrap the service in question and reflects an external image of what's inside the customer (Wicaksono, 2005: 2). Best quality of service is a profit strategy to attract more new customers, to retain existing customers, to avoid the blurring of consumer and to create special advantages that are not only competitive in terms of price. If the services are received or perceived as expected, then the service quality is good perceived and satisfactory.

Schiffman as cited in Wicaksono (2005: 2) said that customers make decisions based on perception rather than reality possessed. This means that the image quality is better not based on the perception of the company, but based on customer perception (Tjiptono, 2002: 61).

Furthermore Schiffman as cited in Wicaksono (2005: 3) stated that the evaluation of the customer to the service / services is the ratio between customer expectations with interpretation or perception regarding the actual services received. The comparison between the two will lead to a sense of

satisfaction or dissatisfaction so the perception is closely linked with the level of satisfaction. Zeithamal and Bitner (1996) as cited in Lupiyoadi (2006: 192) stated that the determining factor for customer satisfaction is the customers' perception of service quality. In line with the opinion of the private sector (2000: 51) that one of the important factors that can make the customer satisfied is the quality of services.

In the long term connection as this allows the company to understand carefully the customer's expectations and requirements. Thus, companies can increase customer satisfaction where the firm maximizes the customer experience that is enjoyable. In turn the satisfaction creates loyalty or customer loyalty to customers who provide satisfactory quality (Tjiptono. 2002: 54).

Tourist attraction of Mutun Beach Recreation Park is a natural attraction that is located in Pesawaran district, Lampung. The tourist attraction was established by the District Government of Pesawaran to provide entertainment to people who can not be separated from its primary purpose that is to gain an advantage in order to increase local revenue. In conducting its business managers of Mutun Beach Recreation Park tourism are not only trying to gain profit as much as possible, but they must also seek to understand consumer needs such as the need for an affordable price, the need for adequate support facilities and the best service. Success in providing quality services to the visitors is determined by the approach used. The consequence of the approach of the service quality of a service has a vital essence to defend themselves and achieve success in the face of competition.

One approach to the quality of service that made reference in marketing research is a model of SERVQUAL (Service Quality) developed by Parasuraman, Zeithaml, and Berry. In one study of SERVQUAL by Parasuraman (1988) as cited in Rangkuti (2006: 104), there are five dimensions of SERVQUAL namely physical evidence (tangibles), reliability, responsiveness, assurance, and empathy. Those things are other factors for the company to maintain customer satisfaction and to achieve long-term goals of the company. The reason for TRP Mutun as a place to study because it is a major tourist spot in the district of Pesawaran with the most number of visitors so that its potential as a source of local revenue needs to be improved. The following data is TRP Mutun revenue in 2015.

Table 1.
TRP Mutun Revenue Data year 2015

Bulan	Jumlah Pendapatan (Rp.)
Januari	22.793.000
Februari	11.634.800
Maret	13.800.300
April	44.467.100
Mei	20.456.100
Juni	31.810.408
Juli	32.291.200
Agustus	17.011.900
September	11.351.300
Oktober	216.280.800
November	17.112.300
Desember	19.013.900
Total:	458.023.108

Sumber: Dinas Pariwisata dan Seni Budaya Kabupaten Pesawaran, 2015

From the above table it is known that TRP Mutun total revenue of 2015 is Rp. 458 023 108, -. As one source of local revenue, TRP Mutun potential still needs to be improved to earn a greater income again. Based on visitor data in 2015, TRP Mutun experienced a reduced rate of visitors since 2011. To be able to overcome this, the manager has done a renovation in 2013, but it has not been able to overcome the drop in visitors. From the foregoing it is necessary to look for other factors to cope with the drop in visitors such as quality of service to enhance customer satisfaction.

The level of service quality cannot be judged based on the viewpoint of the company but must be viewed from the standpoint of the consumer vote (Rangkuti, 2006: 18). With the improvement of the quality of service, the manager will be able to increase visitor satisfaction. This is expected to boost tourist traffic which has decreased in recent years.

Tabel 2
Data of Number of Visitors in Mutun Beach Recreation Park Year 2011-2015

Year	Number of Visitors
2011	369817 visitors
2012	339548 visitors
2013	294318 visitors
2014	287451 visitors
2015	225024 visitors

Source: Department of Tourism and Cultural Art District of Pesawaran, 2015

The above table illustrates that the obtained level of tourists tends to decline. Total in 2011 amounted to 24.39%, in the year of 2012 fell to 22.40%. In 2013 they decreased to 19.41%. This drop in visitors was still happening in 2014 and 2015, respectively 18.96% and 14.84%. The average of TRP Mutun visitors decreased by 2.39% annually. Under these conditions, managers should pay more attention to the needs and desires of consumers by knowing what kind of service the customer wants. All was done in order to obtain consumer satisfaction. If the services received by consumers is better or the same as what consumers think, then consumers will likely try again (Yoety, 2000: 45).

Many benefits received by the company with the creation of high visitor satisfaction, which is to increase visitor loyalty, to prevent rotation of visitors and to reduce operating costs caused by the increase the number of visitors (Lupiyoadi, 2006: 192). The higher the customer, the higher the profits (Lupiyoadi, 2006: 194). Evaluation of satisfaction or dissatisfaction with the services that is already provided by TRP Mutun is very important. The level of service quality can not be judged based on the viewpoint of the company but must be viewed from the standpoint of the consumer vote (Rangkuti, 2006: 18). For that reason the manager is necessary to always have information coming from consumers as inputs to improve tourism services. The formulation of the problem in this research is: "Does the service quality take effect on visitor satisfaction on Tourism Object in Mutun Beach Recreation Park Lampung?". The purpose of this study was to determine the effect of service quality on customer satisfaction in Tourism Object in Mutun Beach Recreation Park Lampung.

2. LITERATURE REVIEW

DEFINITION OF SERVICE QUALITY

It is centered on addressing the needs and desires of customers and accuracy of delivery to keep pace with customer expectations. Wyckof (as cited in Lovelock, 1988) stated that quality of service is the level of excellence to meet the needs of the customer (Tjiptono, 2002: 59). Quality of service is built on the comparison of two main factors, namely the perception of visitors on an actual service they received (perceived service) with actual services they expect or want (expected service). If the reality is more expected, the service can be said qualified but if the reality less than they had hoped, it is said not qualified. And if reality is the same with hope, then the service is called satisfactory. Service quality can be defined as the extent to which the difference between reality and expectations of customers for the services they received or acquired (Lupiyoadi, 2001: 148).

Dimensions of Service Quality

Factors that may affect the quality of service can be explained by the theory of Parasuraman in the study of SERVQUAL (1988) in Tjiptono Fandy (2002: 70). It had identified five groups of characteristics that customers use in evaluating service quality, namely:

- Direct evidence (Tangibles), which includes the physical facilities, employees equipment and means of communication.
- Reliability, namely the ability to provide promised service with immediate, accurate, and satisfactory.
- Responsiveness, namely the desire of the staff to help customers and to provide responsive service.
- Assurance and certainty, which include knowledge, abilities, and trustworthiness politeness and trustfulness owned by the staff, free from danger, risk or doubt.
- Empathy, the ease in the relationship, good communication, personal attention and understand the needs of customers. This study uses theory of service quality dimensions of Parasuraman.

Definition of Satisfaction

Satisfaction is the level of one's feelings after comparing the performance (or results) perceived compared with expectations (Kotler, 2005: 52).

Wilkie in Tjiptono (2002: 24) stated that satisfaction is an emotional response to an evaluation of the experience of the consumption of a product or service. Meanwhile, Engel, et.al in Tjiptono (2002: 24) states that an evaluation of customer satisfaction after-purchase where the chosen alternative is at least equal or exceed customer expectations while dissatisfaction arises when the result (outcome) did not meet expectations.

Core Concepts of Measurement Objects of Customer Satisfaction

Tjiptono (2006: 366) states six core concepts about the object of measurement of customer satisfaction, namely:

- a. Overall consumer satisfaction: How to measure customer satisfaction is first directly asking customers how satisfied they are with the products or services of their respective companies. Second, assess and compare the products or services of a competitor.
- b. Dimensions of customer satisfaction: Request to customers to rate a product or service based on specific item such as speed of service, facilities, friendliness of employees, and determine the dimensions of the most important in consumer satisfaction.
- c. Confirmation of Expectation: Satisfaction is not measured directly but inferred based on a match between the expectations of consumers with the performance of the company's products.
- d. Repurchase Intent: Satisfaction is measured behaviorally and asking customers whether to buy the product again or not.
- e. Willingness to Recommend: the willingness of consumers to recommend products to friends or family
- f. Consumer dissatisfaction: Aspects of consumer dissatisfaction include: complaints, returns (product returns), the cost of the warranty, product recall (recall from the market), the negative words of mouth, and the defection (consumers switching to competitors).

Definition of Service

A service is the provision of a performance or action invisible from one party to another party. In general, services are produced and consumed simultaneously, where the interaction between service providers and service recipients affect the results of these services (Rangkuti, 2006: 26). Services are often viewed as a complex phenomenon. The word service itself has many meanings, ranging from personal care to service as a product. So far it has lots of services marketing experts who have tried to define the notion of service.

Kotler in Lupiyoadi (2001: 6) defines a service as any action or activity offered by one party to another, essentially intangible and does not result in any ownership. Services cover all economic activities whose output is not a product or physical construction that is generally produced and consumed at the same time (simultaneously) and the added value that it provides in the form of intangible principles (convenience, entertainment, speed and health) for first buyers (Zethaml and Bitner in Lupiyoadi, 2001: 5).

Definition of Tourism Services

Problems of Tourism today have become a beacon of hope of exchange income large enough for the country because the tourism sector is one sector that is multi-dimensional, i.e. not only refers to the internal factors, but also more external macro because it is associated with many parties (Parikshit and Trisnadi, 1997) as cited in Edy Purwo, Fereshti Nurdiana (2006: 89). In many countries, tourism is a sector that is relied on to earn foreign currency, employment opportunities, and to provide new jobs and could be an alternative to overcome the economic crisis (Raharso, 2005: 143).

Tourism is now transformed into the industry, called the tourism industry, producing tourist products to be marketed. The tourism industry is a collection of the kinds of companies that together produce goods and services that take the tourists in particular and traveler in general, during the journey. To increase tourism, we need a special handling and also need a good management (Alma, 2007: 342).

Buchari Alma (2007: 345) states that the objectives of the management of tourism are as follows:

1. Creates good impression of tourists to the cities he visited, so he felt safe, interested, feels at home and eagers to encourage his colleagues to follow his lead.
2. Improve the relationship between the area of origin of tourists to the area of tourism objects, so the visits of citizens are more frequently reliable.

In order to achieve the expected goals, the management of the tourism industry should implement:

1. Tourism Marketing Plan

The advantage of planning in tourism is the activities carried out will be more orderly, reduce wastings and can make implementation smoothly.

2. Marketing Strategy

Measures needed include:

a) Determine the market segments in which the strategy will be directed as follows:

1. Countries or areas that constitute a potential market which might be expected to be consumers.
2. The social class, level of education and way of life of a particular community.
3. The level of income in the communities after deducting basic needs.
4. Members of the public who have some free time.
5. Families who have few children, or specifically addressed to groups of children.

b) You must know the taste of the consumer society.

c) Consider the factors that can encourage consumer demand, such as facilities, product pricing, and services.

3. Distribution Channels

Marketing agencies helped to market the tourism industry, which usually consists of a variety of products such as transportation, accommodation, restaurants, and entertainment.

4. Marketing Research

The strategy needs to be done in the research of tourism sector, namely market structure and the urgent need for the interests of travelers, the investigation of the facilities that can be developed for a tourist area, researching the area, which country is drawn as a potential consumer.

Based on the description above, the five dimensions of service quality can affect customer satisfaction then the frame in this study systematically and simply described as follows:

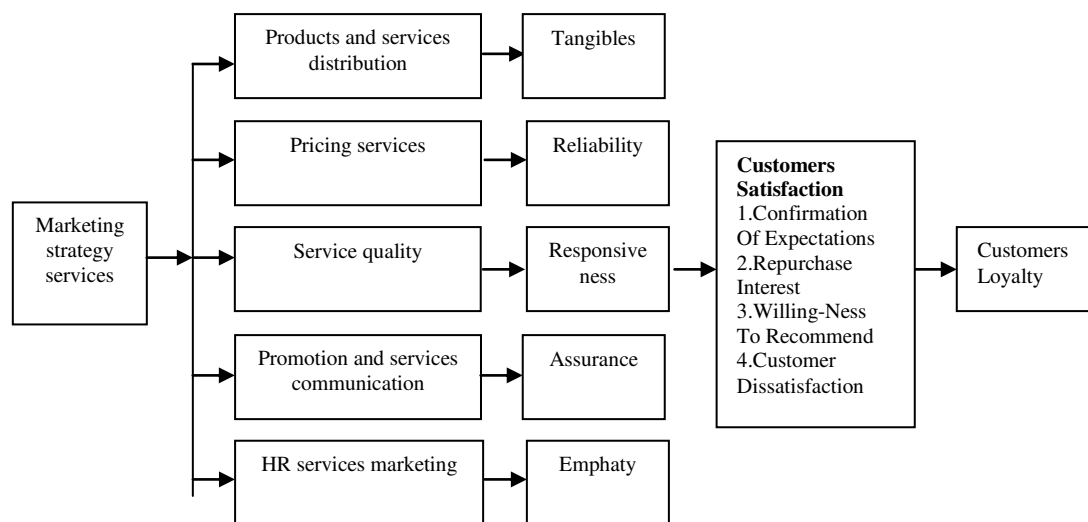


Figure 1.
 Framework of Thinking

The hypothesis is: There is the influence of service quality on customer satisfaction at the Mutun Beach Recreation Park, Lampung.

3. RESEARCH METHODS

The method used is descriptive method with an overview and a detailed explanation based on information and data available for analysis in order to solve the problem. This study used a type of research of literature study (library research). Data were collected by the primary data and secondary data. Primary data is data obtained directly from the source or object of research. The data in this study were obtained through a communication technique using a questionnaire, which provides a list of questions related to the study of 400 respondents of visitor of Mutun Beach Recreation Park Lampung. Secondary data in this study were obtained using a variety of literature related to the research object and data from Department of Tourism and Cultural Art of District of Pesawaran. The questionnaire used in this study

was a questionnaire tabulation where each item as a matter reserved 5 (five) answers. This is a replication for the quality of service of Lupiyoadi (2006: 183) with a score of each is as follows: 1) Answer Strongly Agree (SS) with a score of 5. 2) Answer Agree (S) with a score of 4. 3) Answer Neutral (N) with a score of 3. 4) Answer Disagree (TS) with a score of 2. 5) Answer Strongly Disagree (STS) with a score of 1

4. DATA ANALYSIS METHOD

Descriptive analysis

Descriptive analysis according to Agung (2002: 128) is related to statistic summary and scientific opinion related with certain statistic summary. Hereinafter it is described as the descriptive statistics selected in accordance with the purpose of research or studies concerned.

Multiple Linear Regression Analysis

It is used to determine whether the independent variables and the dependent variable has a significant effect or not, simultaneously / overall. The independent variables include the physical aspects (X1), responsiveness (X2), reliability (X3), empathy (X4), assurance (X5) on the dependent variable, namely the satisfaction of visitors of Mutun Beach Recreation Park Lampung. Multiple linear regression equation with the next five predictors is processed using a computer program. Further hypothesis test is done with T test and F test.

5. RESULTS AND DISCUSSIONS

Based on calculations of regression with SPSS for windows release 17 in the table above, the importance of the multiple regression equation is as follows:

$$Y = 11,55 + 0,257X1 + 0,239X2 + 0,445X3 + 0,241X4 + 0,235X5$$

From the regression equation it can be interpreted that:

1. Constant value of the results showed a positive value. It can be interpreted that if it is not influenced by independent variables such as tangibles (direct evidence), reliability, responsiveness, assurance, and empathy, then the satisfaction of visitors is unchanged
2. The value of regression coefficients for the variables tangibles (direct evidence) on a regression equation indicates a positive value. It can be interpreted that if the variable tangible (direct evidence) is increased while the other variables remain, it will increase visitors' satisfaction.
3. The value of the regression coefficient for variable reliability on the regression equation indicates a positive value. It can be interpreted that if the variable reliability is increased while the other variables remain, it will increase visitors' satisfaction.
4. The regression coefficient for variable responsiveness in the regression equation indicates a positive value. It can be interpreted that if the variable responsiveness is increased while the other variables remain, it will increase visitors' satisfaction.
5. The value of regression coefficients for the variables assurance (guarantee) on a regression equation indicates a positive value. It can be interpreted that if the variable assurance (guarantee) is increased while the other variables remain, it will increase visitors' satisfaction.
6. The regression coefficients for the variables empathy, in the regression equation indicates a positive value. It can be interpreted that if the variable empathy is increased while the other variables remain, it will increase visitors' satisfaction.

Partial Testing (T_{test})

Partial hypothesis testing derived the effect of each independent variable, namely tangibles (direct evidence) X1 (t_{count} ; 3147), reliability X2 (t_{count} ; 2243), responsiveness X3 (t_{count} ; 5493), assurance X4 (t_{count} ; 2266) and empathy X5 (t_{hitung} ; 2146) to the satisfaction of visitors Y, because t_{count} value of each variable is greater than the value t_{table} : 1,645.

Simultaneous Testing (F_{test})

Based on hypothesis testing using SPSS for windows release 17 obtained F_{count} 22.469 with p value 0.000 <0.05 so that the value of F_{count} obtained is significant. It means H_6 stating "There is an effect of tangibles (direct evidence), reliability, responsiveness, assurance, and empathy to the satisfaction of the visitors at the tourist attraction Mutun Beach Recreation Park Lampung is acceptable.

CONCLUSION

1. Based on the results of the research, variables positively affect on customers' satisfaction. This means that the complete variable of tangibles (direct evidence) by adding facilities such as mosques, the expansion of the parking lot, the neatness of the workers will be able to increase visitors' satisfaction at TRP Mutun district of Pesawaran.
2. Variable reliability takes positive effect on customers' satisfaction. This means, the enhanced variable reliability as giving serious attention to the visitors and accuracy of service can improve customers' satisfaction at TRP Mutundistrict of Pesawaran.
3. Variable Responsiveness takes positive effect on customer satisfaction. It means that an increase in the variable responsiveness like give more information on the TRP Mutun and ticket purchasing arrangements so that visitors do not wait for too long can increase the satisfaction of visitors at TRP Mutun district of Pesawaran.
4. Variable Assurance (Assurance) influences positively for visitors' satisfaction. This means that if the variable assurance is getting full by improving the ability of employees and courtesy of employees, visitors' satisfaction TRP Mutun district of Pesawaran will increase.
5. Variable Empathy takes positive effect on customers' satisfaction. It means the increased variable empathy with quick action in addressing complaints, and understanding the needs of visitors can increase visitors' satisfaction at TRP Mutun District of Pesawaran.
6. Simultaneously, tangibles (direct evidence), reliability, responsiveness, assurance, and empathy positively influence customers' satisfaction. This means that if the manager enhances all aspects of service quality together, this could increase visitors' satisfaction TRP Mutun District of Pesawaran.

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