



ANALYSIS OF VISITOR SATISFACTION WITH THE QUALITY OF SERVICE OF THE BULU TANAH PINE FOREST TOURIST SPOT KAB. BONE USING THE SERVQUAL METHOD, IMPORTANCE PERFORMANCE ANALYSIS, AND POTENTIAL GAIN IN CUSTOMER VALUE.

Muhammad Fachry Hafid¹, Muhammad Dahlan², Nurhayati Rauf³, Takdir Alisyahbana⁴, Rahmaniah Malik⁵

Department of Industrial Engineering Universitas Muslim Indonesia^{1,2,3,4,5}

E-mail: muh.fachryhafid@umi.ac.id¹

ABSTRACT

The quality of service provided by the Bulu Tanah Pine Forest tourist attractions is essential because it can be used to determine visitor satisfaction. Service quality can be considered excellent and successful if visitors are satisfied with the service and it matches what visitors expect. However, if the service does not match visitor expectations, the service quality will be considered poor. This study aims to analyse the service quality of the Bulu Tanah pine forest tourist spot in Bone Regency based on the five dimensions of service quality. Data was collected by distributing questionnaires to 400 selected respondents who are visitors to tourist attractions. Based on the research results, only one attribute has a positive gap score, which means there are 12 other attributes that need to meet visitor expectations. Service quality indicators are spread across four quadrants from the Importance Performance Analysis quadrant. From the PGCV index, the service quality indicators that are the top priority for improvement are the cleanliness of tourist attractions, the availability of facilities in toilets, and the availability of parking lots. This research results in a service improvement proposal based on the priority level of service that must be improved. Some suggestions for improvement recommendations are that the manager must make SOPs related to the attitude of the officers in serving visitors, and the manager can provide training on how to behave appropriately and correctly to the officers.

Keywords: *Service Quality, Importance Performance Analysis, Potential Gain Customer Value*

Article history:

Submitted 5 Agustus 2023

Revised 10 September 2023

Accepted 18 October 2023

Available online 31 December 2023

Published By:
Fakultas Teknologi Industri
Universitas Muslim Indonesia

Address :

Jl. Urip Sumoharjo Km. 5 (Kampus II UMI)
Makassar Sulawesi Selatan.

Email :

Jiem@umi.ac.id

Phone :

+6281341717729

+6281247526640

Licensed by: <https://creativecommons.org/licenses/by-nc-sa/4.0/>

DOI : <http://dx.doi.org/10.33536/jiem.v8i3.1795>



1. INTRODUCTION

The village, Lappariaja Sub-district, Bone Regency, South Sulawesi, on a 25-hectare hilly area, is recommended in Bone Regency, a contemporary and relatively new tourist destination. This tourist spot is 111.8 km from the city of Makassar. This tourist destination offers beautiful natural scenery in the mountains, offering Instagramable selfie spots with a green natural background typical of the mountains. Also, the calm and cold atmosphere of the surrounding air is certainly a unique attraction. This pine forest is perfect for tourists who want to feel the atmosphere of the mountains and breathe fresh air.

As one of the attractions with great potential to continue to grow, the Bulu Tanah Pine Forest tourist attraction management must maintain the quality of their services to satisfy tourists and compete with other attractions in the tourism industry. It was recorded in 2022 in January-September, there was a decrease in the level of visitor arrivals in each month recorded in January, the number of visitors was 1979 visitors, February 1602 visitors, March 1599 visitors, April 1107 visitors, May 1401 visitors, June 906 visitors, July 799 visitors, August 606 visitors, and September 502 visitors, this requires the management of tourist attractions to improve their services. In the initial observations, the results obtained by 97 out of 100 respondents still get shortcomings from the service section in the Bulu Tanah pine forest, such as inadequate toilet facilities, inadequate parking, employees who are difficult to recognize because they have not fully used identification, related to ticket prices which are considered still less affordable and so on. Providing good quality service is very important because visitors will choose tourist attractions that provide a sense of satisfaction from their services. Good service quality, which satisfies consumers/visitors, is the first step to the success of future tourist attractions. The creation of service quality will undoubtedly create satisfaction with service users (Karundeng et al. 2021; Wijayanto et al. 2022).

The use of the Servqual method is considered entirely appropriate for analyzing the quality level of a service provider because it involves five dimensions of service quality that can be used to

measure the level of user satisfaction, namely physical evidence (Tangible), reliability, responsiveness, empathy, and assurance (Mulyo et al. 2021; Putra and Aji 2022). To compare expectations (Hope) and perceived Performance (Performance) in measuring customer satisfaction, the use of the importance-performance analysis (IPA) method is very appropriate for this (Lestari et al. 2021; Zulvia et al. 2022). In this case, the PGCV index method (potential gain in customer value) determines the variables that must be prioritized to be improved (Wisanggeni et al. 2020; Maesar et al. 2022; Mulya et al. 2022).

Based on this description, this research is entitled "Analysis of Visitor Satisfaction with the Quality of Service of the Bulu Tanah Pine Forest Tourism Site, Bone Regency Using the Servqual Method, Importance Performance Analysis (IPA) and Potential Gain in Customer Value (PGCV).

2. METHODS

2.1 Research Variables

- Tangible
- Reliability
- Responsiveness
- Assurance
- Empathy

2.2 Place and Time of Research

The research location, which is the object of writing in data collection, is the Bulu Tanah pine forest tourist attraction located in Mattampawalie Village, Lappariaja District, Bone Regency, South Sulawesi, which will be carried out for approximately one month.

2.3 Population and Research Sample

Simple Random sampling is done to determine the number of observations that should be taken with the error rate used, which is 5%. The population and sample for this study were visitors to the Bulu Tana Pine Forest tourist spot.

2.4 Data Collection Techniques

- Observation
- Questionnaire

There is a screening at the beginning of the questionnaire where visitors who are used as respondents are visitors who have completed visiting.

2.5 Data Analysis Technique

- Servqual
- Important Performance Analysis
- Potential Gain Customer Values (PGSV)

3. FINDINGS AND DISCUSSION

3.1. Servqual

The sequel score, in addition to showing the quality of a tourist spot, also shows the satisfaction of visitors in the tourist spot. The calculation of the servqual gap is done by calculating the gap (gap) that occurs between expectations and services obtained by visitors after getting services at the Bulu Tanah Pine Forest tourist spot; if the gap is negative, then the performance of the tourist spot is not by what is expected by visitors and vice versa if the gap is positive, then the tourist spot can meet the expectations of visitors, and this will have a positive impact on the image of the tourist spot. In the data processing that has been done, it is obtained that the attribute that has a negative gap in the tangible dimension is adequate toilet facilities in the tourist attraction area (X2) with a gap of -1.37, and the attribute that is considered to have met visitor expectations is that employees respect visitors (X13) with a gap of 0.5. Then the next negative gap value is in the tangible dimension, the cleanliness of the tourist attraction environment (X1) with a gap of -1.27, followed by the attribute of service providers wearing unique attributes so that they are easily recognizable as managers or service providers of tourist attractions (X4) with a gap of -1.27, the attribute that has the next negative gap value in the tangible dimension is the availability of adequate parking (X3) with a gap of -1.08, the next dimension is the responsive dimension at the attribute of the ticket purchase process that is fast and straightforward (X8) with a gap of -0.61, 63 which is considered not to meet visitor

expectations, the following attribute is that workers can handle the needs of visitors while at the tourist attractions (X9) with a gap of -0.61, the following negative gap value is that the officers are agile in serving visitors (X7) with a gap of -0.46, attributes that get another negative gap are visitors feel safe when leaving the vehicle they brought in the place provided (X8) with a gap of -0.63, the ease and accuracy of information provided by employees (X6) with a gap of -0.47, then continued the attribute which is the assurance dimension, namely the security of visitors' luggage is guaranteed while in the tourist attraction area (X10) with a gap of -0.42, then in the dimension of empathy or care, namely employees always prioritize the interests of visitors (X12) with a gap of -0.4, then the negative gap value in the reability dimension is the affordable entrance fee (X5) with a gap of -0.28, the negative gap is obtained from the results of a smaller perception value than the expected value.

3.2. Importance Performance Analysis

Through importance-performance analysis using cartesian diagrams, the relationship between the importance and performance of a tourist spot can be seen, and it becomes the author's research site. The attributes included in quadrant I am affordable entrance fees, the ease, and accuracy of information provided by employees, the process of purchasing tickets that is fast and straightforward, and workers can handle the needs of visitors. In contrast, the security of visitors' luggage is guaranteed at the tourist attractions. In contrast, in the tourist attraction area, employees always prioritize the interests of visitors, which are in quadrant I, an attribute that must be maintained by the manager, showing the elements of performance whose success has been carried out well and must be maintained are considered very important. However, there is still a negative gap in quadrant II, which means that a slight improvement still needs to be made despite other priorities for improvement. As a suggestion for improvement, the manager needs to design a Standard Operating Procedure (SOP) regarding what needs to be done by the officers when helping the needs of the visitors and how to treat all visitors properly and correctly, related to the price of admission which according to most respondents that the entrance ticket is less affordable, the

tourist attractions should reconsider the entrance ticket rates to be set.

The attributes included in quadrant II are attributes that show elements of performance that are considered necessary, but the manager of the tourist attractions has not implemented them according to the expectations of visitors; as a proposal for improvement, the manager must make Standard Operating Procedures (SOP) regarding the work of cleaning the area, the addition of toilets at several points so that visitors no longer need to wait long for our water and urge employees to use identification when on duty.

In quadrant III, namely the availability of adequate parking lots. This quadrant shows unimportant factors or elements, and the manager performs services that could be more optimal. However, quadrant III has a level of importance that is less important to visitors; the tourist attractions must also pay attention and improve it because, in the future, there will be a demand to improve the quality of the performance of tourist attractions proposed improvements for this complaint are carried out by adding parking lots to tourist attractions.

Attributes in quadrant IV contain attributes that are considered less important in their influence on visitors. However, their implementation has been carried out very well by the manager in quadrant IV, namely employees respecting visitors and agile officers in serving visitors.

3.3. Potential Gain in Customer Value

The potential gain in customer value complements the importance-performance analysis method, which aims to prioritize each attribute. The first attribute that is a priority for improvement is adequate toilet facilities in the tourist attraction area (X2), which has an index value and the largest PGCV among the 13 attributes with a value of 7.76. Then, in the second position, namely in the tangible dimension, the tourist attraction environment maintains cleanliness (X1) with a PGCV index of 7.28. followed by the attribute of service providers wearing unique attributes so that it is easily recognizable as managers or service providers of tourist attractions (X4) with a

PGCV index of 7.25. The attribute with the next most considerable PGCV index value in the tangible dimension is the availability of adequate parking (X3), with a PGCV index of 6.84. The next dimension is the responsive dimension at the attribute of the ticket purchase process that is fast and straightforward (X8) with a PGCV index of 4.26. The following attribute is that workers can handle the needs of visitors while in tourist attractions, the next most considerable pgcv index value is the agile officer in serving visitors (X9) with a PGCV index of 4.05, the 7th most immense pgcv index value is the agile officer in serving visitors (X7) with a value of 3.77, The 8th most immense PGCV index value is that visitors feel safe when leaving the vehicle they brought in the place provided (X11) with a value of 3.66, the 9th largest PGCV index value is the ease and accuracy of information provided by employees (X6) with a value of 3.58, then continued by the attribute which is the assurance dimension, namely the security of visitors' luggage is guaranteed while in the tourist attraction area (X10) with a PGCV index of 3.3, 34 following in the empathy or care dimension, namely employees always prioritize the interests of visitors (X12) with a PGCV index of 3.25, then the smallest PGCV index value in the reability dimension, namely affordable entry fees (X5) with a PGCV index of 2.68, finally, employees respect visitors (X13) with a PGCV index of 1.03. This method can inform the manager regarding the priority order that must be improved.

4.CONCLUSION AND SUGGESTION

- a. The level of conformity based on the gap analysis results, it can be concluded that the perception value (performance) and the expectation value (importance) have an average gap of -0.63. This shows that the perception value is below the expected value, meaning that visitor satisfaction at the Bulu Tanah Pine Forest tourist spot cannot be fulfilled.
- b. The priority order of improvement starts from the attribute with the most considerable PGCV index value, namely X2, X1, X4, X9, X7, X11, X6, X10, X12, X5, then X13.
- c. Regarding the proposed improvements, the manager of the tourist attractions should

make Standard Operating Procedures (SOP) related to what needs to be done by the officers when helping the needs of the visitors and how to treat all visitors correctly and adequately as well as the addition of facilities at tourist attractions such as toilets and parking lots.

Suggestions for further research, namely, research conducted using research variables in the event implementation section of tourist attractions and respondents, namely visitors who have visited the Bulu Tanah pine forest event.

References

- Karundeng, M.E., Tamengkel, L.F. and Punuindong, A.Y. 2021. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen pada Benteng Resort Batu Putih. *Productivity* 2(6), pp. 511–517.
- Lestari, G.A.M., Sudarijati and Samsuri. 2021. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pengunjung Taman Wisata. *Jurnal Visionida* 7(1), pp. 54–66.
- Maesar, A.R., Nurdin and Sabir, M. 2022. Analisis Kepuasan Wisatawan dengan Importance Performance Analysis di WIsata Pantai Losari Kota Makassar untuk Mewujudkan Industri Pariwisata Kreatif dan Berkelanjutan. *Cermin: Jurnal Penelitian* 6(2), pp. 487–495.
- Mulya, M.H., Hutahean, J.I.F., J, A.B.I. and Rizal, A. 2022. Analisis Kualitas Pelayanan terhadap Kepuasan Pengunjung di Dkandangan Amazing Farm. *Jurnal Pendidikan Tambusai* 6(2), pp. 15635–15638. doi: 10.31004/jptam.v6i2.4863.
- Mulyo, J.H., Rohmah, F., Perwitasari, H. and Nasir, M.A. 2021. The Service Quality of Kampoeng Kopi Banaran Agrotourism, Central Java Province, Indonesia. In: *IOP Conference Series: Earth and Environmental Science*. IOP Publishing Ltd. doi: 10.1088/1755-1315/662/1/012003.
- Putra, R.I.D. and Aji, A.M.B. 2022. Analisis Kualitas Produk dan Kepuasan Pelanggan Terhadap Pelayanan Indihome di Jakarta Pusat. *TIN: Terapan Informatika Nusantara* 2(9), pp. 558–570. doi: 10.47065/tin.v2i9.1346.
- Wijayanto, D., D, N.H. and Nelli, A.R. 2022. Pengukuran Kualitas Pelayanan Wisata Air Terjun Pancur Aji Kabupaten Sanggau Terhadap Kepuasan Pelanggan dengan Metode Zone Of Tolerance. *INTEGRATE: Industrial Engineering and Management System* 6(1), pp. 99–105. Available at: <https://jurnal.untan.ac.id/index.php/jtinUNTAN/sue/view/1749>.
- Wisanggeni, P.D., Hartiati, A. and Sadyasmara, C.A.B. 2020. Analisis Tingkat Kepuasan Konsumen terhadap Kualitas Produk dan Pelayanan di “Waroeng Kampoeng” Jimbaran menggunakan Metode Customer Satisfaction Index (CSI) dan Potential Gain Customer Value (PGCV). *JURNAL REKAYASA DAN MANAJEMEN AGROINDUSTRI* 8(4), p. 535. Available at: <https://ojs.unud.ac.id/index.php/jtip/article/view/68236>.
- Zulvia, P., Haryanto, N.D. and Buana, A.A.P. 2022. Peningkatan Kepuasan Pelanggan Melalui Perbaikan Kualitas Informasi di KOMPAS.COM. *Jurnal Studi Komunikasi dan Media* 26(2), pp. 81–94. Available at: <https://jurnal.kominfo.go.id/index.php/jskm/article/view/4734>.