

Analysis of Tour Guide Service Quality on Tourist Satisfaction: Case Study PT. Bali Prima Holidays

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ABSTRACT

This research aims to determine the influence of tour guide service quality on tourist satisfaction at PT. Bali Prima Holidays. The method of research used is quantitative, using data-gathering techniques through questionnaires. The research sample amounted to 100 respondents who were tourists who had used the tour guide services of PT Bali Prima Holidays. The data analysis technique uses simple linear regression analysis. The results showed that service quality positively and significantly influences tourist satisfaction, with a t value of $12.091 > t \text{ table } 1.660$ and a significance value of $0.000 < 0.05$. Service quality can have an influence of 59.5% on tourist satisfaction. Respondents' overall service quality assessment is in a suitable category with an average value of 3.98. The aspect rated best is the appearance of a neat, attractive, and professional tour guide. In contrast, the element that needs to be improved is the ability of tour guides to communicate well and provide information precisely and clearly. This research implies that PT Bali Prima Holidays must maintain and enhance the quality of tour guide services, especially on aspects rated well by tourists, to maintain tourist satisfaction. In addition, further research needs to be done to identify other factors that also affect tourist satisfaction.

INTRODUCTION

The travel agency industry in Bali has experienced significant challenges and changes since the COVID-19 pandemic. Although the pandemic has a considerable influence, 2023 marks a period of recovery for the tourism industry in Bali. The COVID-19 has caused huge losses for the travel agent industry in Bali, with estimated losses reaching trillions of rupiah (Basuki, 2021; Suryawan et al., 2019). A few years earlier, according to Saputra (2022), of the 415 travel agencies incorporated in the Association of the Indonesian Tours and Travel Agencies (ASITA) Bali, only 215 were back in operation, while the other 200 were still unable to operate because tourist visits were still low compared to before the pandemic. However, with the increase in tourist visits, it is expected that more travel agents will resume operations.

However, since the end of the pandemic, there has been a significant increase number of foreign tourist arrivals. From December 2022 to November 2023, Bali has welcomed 5,167,981 international tourists (Theurillat, 2024). This indicates a strong recovery of Bali tourism. With global conditions beginning to stabilize, as well as the efforts of the government and tourism industry players to restore the sector, the travel agent situation in Bali in 2023 shows better prospects.

Data obtained from the Badan Pusat Statistik (2023), tourist visits to Bali have increased quite dramatically after the COVID-19 pandemic with the beginning of 2021 foreign tourists totalling 51 people with a growth of (-) 100.0% from the previous year and domestic tourists totalling 4,301,592 people with a growth of (-) 6.41%. Then in 2022, there was a significant increase from foreign tourists totalling 2,155,747 with a growth of 4226854.9% and domestic tourists totalling 8,052,974 people with a growth of 87.21%. And in the last year, 2023, visits from foreign tourists were up to 4,249,215 people with a growth of 144.6% and from domestic tourists as many as 9,877,911 people with a growth of 22.66%.

The tourism industry is a sector that play an important role in the economy of Bali and Indonesia. With the rapid development of tourism, there is also an important role of companies engaged in travel, namely travel agencies. Reporting from the Pemerintah Provinsi Bali (2022), travel agencies that are still active in Bali Province currently have 457 companies engaged in their respective sectors. One of the travel agencies engaged in inbound tours is PT. Bali Prima Holidays which is a subsidiary of PT. Pacto Ltd Bali.

Tourist satisfaction can be considered as a consequential outcome of service quality and has emerged as an important concept in the study of tourist behaviour (Kuo et al., 2018). There are many tourist attractions around the world that offer similar services. Therefore, it is crucial to attract and retain customers. As a result, customer satisfaction is essential for customer loyalty (Virvilaite et al., 2015). Customer satisfaction and customer loyalty are on the rise as a number of research studies have found that it is much more expensive to attract a new customer than to retain an existing one. (Chen et al., 2016; Khan et al., 2015).

The more satisfied customers, the destination will spend less money on promotion, increasing net tourism revenue. The use of the services used also increases (Nguya et al., 2021). Overall, it improves everyone's well-being and the

destination's economic performance (Choo et al., 2018). Therefore, one of the important roles to achieve tourist satisfaction while on vacation is the quality of service from the tour guide who accompanies tourists while on vacation, especially with PT. Bali Prima Holidays.

PT Bali Prima Holidays believes that tour guides are the spearhead in providing an unforgettable experience for tourists. Therefore, almost every tourist who visits will be accompanied by a tour guide in order to provide a more memorable vacation experience during the tourist visit. PT Bali Prima Holidays currently has 60 trained and dedicated tour guides. Each of our tour guides has gone through a rigorous selection process and intensive training to ensure that they not only have extensive knowledge of the destination, but also have exceptional interpersonal skills to meet the needs and expectations of travellers. The following data shows the number of tours guides that PT Bali Prima Holidays has.

At the beginning of 2023, the number of tourists was relatively low with 98 in January and 116 in February. There was a significant increase in March with 280 travellers, followed by a gradual rise until June when it reached 492 people. A drastic spike occurred in July with 1,288 tourists, then peaked in August and September with 1,863 and 1,885 tourists respectively. This marks the peak season for tourist arrivals. After September, there was a sharp decline with 564 tourists in October. This number continued to decline until the end of the year, with 117 tourists in November and a slight increase to 143 in December. The number of tourists varies each month, with a grand total of 7,582 people throughout 2023 (Bali Prima Holidays, 2024).

A tour guide is an important role holder in the tourism product in the field of travel as they serve as a liaison between the tourists, the local host community, and the tourism company. Tour guides interface with tourists more than any other role holder in the travel services chain, hence tourism companies depend on them to fulfil the promises made to tourists. Therefore, becoming a tour guide is a high demand job that requires skills, knowledge, and attitude to provide satisfactory services to tourists. Tour competencies should have communication skills, improvisation, destination route knowledge, and enthusiasm (Matos Pereira, 2015).

Guides are also expected to fulfil the agreements made between tour operators/operations and tourists in the itinerary, fulfilling the core service delivery aspects. Professional attitude, according to (Min, 2016), is an important component that distinguishes an ordinary guide from a great guide. If a tour guide's attitude and orientation focus only on fulfilling their own needs and does not provide services that meet tourists' expectations, the quality of the guide's service will be seen negatively.

Tour guides play an important role in the tourism industry. They are not only in charge of guiding and providing information to tourists about the destination visited, but also act as the face of the destination. The performance of a tour guide can significantly affect travellers' experience and satisfaction during a trip. In this context, it is important to understand how tour guide performance

can tap into and handle traveller complaint data to improve service quality and the overall travel experience.

The novelty of this research is that there has been no single study that discusses the quality of tour guide services on tourist satisfaction at PT. Bali Prima Holidays. The purpose to be achieved in this study is to determine the effect of tour guide service quality on tourist satisfaction at PT Bali Prima Holidays. The purpose of this research is to improve the quality of travel agency services.

LITERATURE REVIEW

Service Quality

According to the American Society in (Kotler & Keller, 2016), it is defined as the totality of characteristics and features of a products or services that depend on its capability to fulfil the expressed or implicated requirements or desires of consumers. According to Tjiptono (2014), service is an effort to meet the needs and desires of consumers and ensure timely delivery to meet consumer expectations. According to Parasuraman in Mecha (2023) & Winata et al. (2016), service quality is defined as consumer assessments of the services they receive compared to the services they expect. Service quality according to Zeithaml in Zonata (2023) can be defined as how far the difference is between customer expectations of a service and their perception of the performance of the service they receive. According to Cashmere in quotation Sudana et al. (2021), service quality is defined as an action or action taken by an individual or organization with the aim of providing satisfaction to customers or employees.

The model known as the SERVQUAL model by Parasuraman in Zuraida (2014) The SERVQUAL model, has been widely used in research to assess and improve service quality in various sectors, including tourism. Service quality is considered an important factor affecting customer satisfaction and can be measured through the gap between consumer expectations and their perceptions of the performance of the services received (Asnawi, 2017). Service quality is measured based on customer perceptions of five main dimensions: Reliability, Responsiveness, Tangibles, Assurance and Empathy.

Tour Guide

According to Suyitno in the quote from Lestari et al. (2022), tour guides are basically individuals whose job is to accompany, provide information, guidance, and advice to tourists during their tour. Meanwhile, according to the Big Indonesian Dictionary (KBBI), a tour guide is defined as an officer in the tourism sector who has the responsibility to provide directions and information needed by tourists. Based on the Decree of the Minister of Tourism, Post and Telecommunications No: KM/82/PW/102/MPPT-88 issued on September 17, 1998, a tour guide is defined as an individual who has the task of providing information and directions related to tourist attractions, as well as providing assistance in any case needed by tourists during their trip.

Damardjati in Riana (2016) explains that individuals who have received a certificate of completion of the professional examination from an official tourism institution or agency and have a badge are authorized to travel and provide explanations about culture, natural wealth, and people's outlook on life in an area

to tourists, whether individuals or groups. The existence of tour guides is very important in guiding tourists while exploring tourist attractions.

Tourist Satisfaction

Tourist satisfaction is defined by Kotler and Makens in Hermawan (2017) as the level of feeling experienced by someone after compare the perceived outcome with the hopes they have before. Hermanto et al. (2022) define satisfaction as a feeling of pleasure or displeasure that arises from the comparison between a person's impression or perception of the performance (or results) of a product with his expectations.

Tourist satisfaction is considered one of the most important non-financial performance indicators and has a significant contribution to the achievement of business organization goals, Basiya and Rozak in quotes (Erianto, 2020). Mecha et al. (2023); Zonata (2023) state that tourist satisfaction can be measured through the use of the following indicators/dimensions: Word-of-Mouth, Purchase other products, Repurchase intention and Fulfilment of tourist expectations.

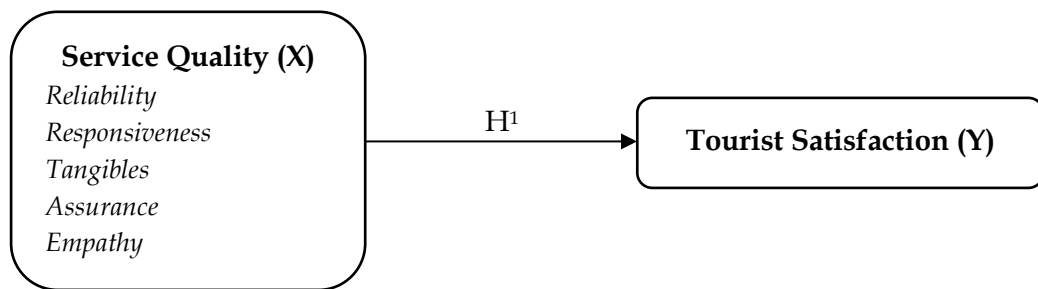


Figure 1. Conceptual Framework

H⁰: The service quality of tour guides has no influence on tourist satisfaction at PT. Bali Prima Holidays.

H¹: The service quality of tour guides has a positive and significant influence on tourist satisfaction at PT Bali Prima Holidays.

METHODOLOGY

In this research, the data used is quantitative. Sugiyono (2019) defines quantitative data as numerical data or qualitative data that has been convertible into numerical form, which means that the data can be measured and expressed in numerical units. Quantitative data in this study were obtained from the results of processing questionnaire data analysed using SPSS software version 26. This primary data was taken from a questionnaire that explored what tourists felt when they were accompanied by a tour guide while on vacation. The contents of the questionnaire are about the values of SERVQUAL, namely Reliability, Responsiveness, Tangible, Assurance and Empathy as well as the values of the dimensions of the fixed variables. Secondary data in this study were obtained from sources such as literature, previous research, books, and others that are in line with the topic being raised.

The targeted population is tourists who have received assistance from tour guides at PT Bali Prima Holidays. The probability sampling technique and for the method used in this study is Simple Random Sampling, which is a technique

where the sample is taken randomly from the entire population. Determining the sample size, the Slovin method/formula is used which is a formula used to determine the sample size of a population with a certain level of precision (Sugiyono & Lestari, 2021). The population size used is the number of tourists accompanied by tour guides at PT Bali Prima Holidays in 2023.

$$n = \frac{N}{1 + N \cdot e^2}$$

$$n = \frac{7.582}{1 + 7.582 \cdot (0,1)^2} = \frac{7.582}{75,83} = 99,98$$

$$n = 100$$

RESEARCH RESULT

This research was carried out to determine the influence of service quality on tourist satisfaction. The following is an explanation of some of the test results used in this study.

Table 1. Characteristic Respondents

Description	Frequency	Percentage
Age		
<17 years old	1	1%
17 - 29 years old	33	33%
29 - 39 years old	44	44%
39 - 49 years old	22	22%
Total	100	100%
Gender		
Male	61	61%
Female	39	39%
Total	100	100%
Origin		
African	2	2%
American	21	21%
Asian	4	4%
Australian	16	16%
European	57	57%
Total	100	100%

Source: Data processed, 2024

Respondents were mostly aged 30 - 39 years with a number of 44 respondents with a percentage of 44%, while the fewest respondents had an age of <18 years with a total of 1 respondent with a total percentage of 1%. The majority of respondents are male as many as 61 people with a percentage of 61% while female respondents are 39 people with a percentage of 39%. The greatest number of respondents with European origin as many as 57 people with a percentage of 57% and the least respondents with African origin were 2 people with a percentage of 2%.

Table 2. Validity Test

Variable	Items	Pearson Correlation (r value)	Description
Service Quality	SQ1.1	.808	Valid
	SQ1.2	.761	Valid
	SQ1.3	.861	Valid
	SQ1.4	.837	Valid
	SQ1.5	.849	Valid
	SQ1.6	.852	Valid
	SQ1.7	.815	Valid
	SQ1.8	.841	Valid
	SQ1.9	.785	Valid
	SQ1.10	.820	Valid
	SQ1.11	.825	Valid
	SQ1.12	.813	Valid
	SQ1.13	.818	Valid
	SQ1.14	.725	Valid
Tourist Satisfaction	TS1.1	.823	Valid
	TS1.2	.869	Valid
	TS1.3	.849	Valid
	TS1.4	.840	Valid
	TS1.5	.890	Valid
	TS1.6	.826	Valid
	TS1.7	.853	Valid
	TS1.8	.846	Valid

Source: Data processed, 2024

All statement items on the service quality and tourist satisfaction variable have a person correlation value of more than r table 0.196, so we can conclude that the statement items on each variable can be said to be valid. (Ghozali, 2018).

Therefore, all statement items in this study are suitable for use, thus indicating that the questions contained in the questionnaire can actually measure indicators and research variables.

Table 3. Reliability Test

Variable	Cronbach 'Alpha	Description
Service Quality	.961	Reliable
Tourist Satisfaction	.945	Reliable

Source: Data processed, 2024

All statements on the service quality and tourist satisfaction variables have a Cronbach's Alpha score of more than 0.60, so it has been concluded that the research instrument is reliable, which means that the questionnaire statement used if used multiple times to measure the same object will result in consistent or stable data. (Ghozali, 2016).

Table 4. Simple Linear Regression Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.
	B	Std. Error	Beta		
(Constant)	6.141	2.127		2.887	.005
Service Quality	.456	.038	.774	12.091	.000

Source: Data processed, 2024

Based on the constant value and the regression coefficient values of the independent variables, the result of simple linear regression equation below is obtained.

$$Y = a + bX$$

$$Y = 6,141 + 0,456X + e$$

The constant value of 6.141 means that if the service quality variable is eliminated, tourist satisfaction will be at a constant 6.141.

The value of the regression coefficient for the service quality variables of 0.456 is positive, indicating that if the service quality is increased by 1 unit / point, then tourist satisfaction will increase by 0.456. The regression coefficient is positive, meaning that service quality had a positive influence on tourist satisfaction. (Erzed, 2021; Ghozali, 2014; Mulyono, 2019).

Table 5. Partial Test (t-test) Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig.
	B	Std. Error	Beta		
(Constant)	6.141	2.127		2.887	.005
Service Quality	.456	.038	.774	12.091	.000

Source: Data processed, 2024

The significance level in these tests is $\alpha = 5\%$ or 0.05, so with df (degree of freedom) $df = n - k - 1$, then $df = 100 - 1 - 1 = 98$. The amount of t table = t (α , df) so the value searched is t table (0.05; 98). According to the value of t table obtained is 1.660.

The calculation results show that the t value is $12.091 > t$ table 1.660 and the significance value is $0.000 < 0.05$, so the decision making is H^0 rejected and H^1 received. It shows that service quality has a positive and significant influence on tourist satisfaction at PT. Bali Prima Holidays.

DISCUSSION

Service Quality Variable

The first service quality dimension, Tangibles, the first indicator obtained an average score of 4.14. The second indicator obtained an average score of 4.07 with the average Tangibles dimension score getting 4.11. The second dimension is Reliability, the number one indicator obtained an average value of 3.86. The

2nd indicator obtained an average value of 3.88 and the 3rd indicator obtained an average value of 3.94 with an average Reliability dimension score of 3.89. The third dimension, namely Responsiveness, the 1st indicator obtained an average value of 4.02. The 2nd indicator obtained an average value of 3.93 and the 3rd indicator obtained an average value of 3.96 with an average Responsiveness dimension score of 3.97. The fourth dimension is Assurance, the 1st indicator obtained an average value of 4.01. The 2nd indicator obtained an average value of 3.97 and the 3rd indicator obtained an average value of 3.90 with an average Assurance dimension value of 3.96. The 5th dimension is Empathy, the first indicator obtained an average value of 3.96. The 2nd indicator obtained an average value of 4.00 and the 3rd indicator obtained an average value of 4.02 with an average Empathy dimension score of 3.99.

The frequency of respondents above, the most dominant value is in the Tangibles dimension, precisely in the first indicator, namely "Tourist guides look neat, attractive and professional", with a value of 4.14. From this description, it can be seen that tourists prefer a neat, clean and professional appearance.

The lowest dimension is in Reliability, precisely in the first indicator, namely "Tourist guides are able to communicate well and provide information accurately and clearly", with a value of 3.86. This shows that tourists need accurate communication and information.

Tourist Satisfaction Variable

The first dimension of tourist satisfaction, namely Word of Mouth, the 1st indicator obtained an average value of 3.90. The 2nd indicator obtained an average value of 3.79 with the average score of the Word-of-Mouth dimension getting 3.85. The second dimension of tourist satisfaction, namely Buying Other Products from the Company, the 1st indicator obtained an average value of 3.92. The 2nd indicator obtained an average value of 3.87 with an average score of the dimension of Buying Other Products from the Company obtaining 3.90. The third dimension of tourist satisfaction, namely Repurchase Intention, the first indicator obtained an average score of 3.85 with an average score of the Repurchase Intention dimension obtaining 3.85. The fourth dimension of tourist satisfaction, namely Fulfilled Tourist Expectations, the 1st indicator obtained an average value of 4.06. The 2nd indicator obtained an average value of 4.10 and the 3rd indicator obtained an average value of 4.01 with an average score of the Fulfilled Tourist Expectations dimension obtaining 4.06.

The frequency of respondents above, the most dominant value is in the dimension of Fulfilling Tourist Expectations, precisely in the second indicator, namely "Many tourist objects in Bali are unique and have their own historical meaning explained by tour guides", with a value of 4.10. From this description, it can be seen that tourists prefer unique and historical tourist destinations.

The lowest dimension is in Word of Mouth, precisely in the second indicator, namely "I will invite others to use Pacto Bali Prima's tour guide services when visiting Indonesia", with a value of 3.79. This shows that tourists are low in recommending company services to others.

The Influence of Service Quality on Tourist Satisfaction

This study found that service quality has a positive and significant effect on tourist satisfaction at PT Bali Prima Holidays. Obtained from the results of hypothesis testing, the t value is $12.091 > 1.660$ and the sig. value is $0.000 < 0.05$. Based on the results of this analysis, it can definitely be concluded that H1 is acceptable. From this it can be seen that service quality has a positive and significantly positive effect on tourist satisfaction at PT Bali Prima Holidays.

This study shows that the better the quality of service, the better tourist satisfaction at PT Bali Prima Holidays, and vice versa the worse the quality of service, the lower the tourist satisfaction at PT Bali Prima Holidays. The results showed that service quality was able to have an influence of 59.5% on tourist satisfaction at PT Bali Prima Holidays.

CONCLUSIONS

Based on the research results that have been described in the previous chapter regarding service quality on tourist satisfaction at PT. Bali Prima Holidays, the conclusion of this study can be drawn, namely, service quality has a positive and significant effect on tourist satisfaction at PT. Bali Prima Holidays. This is shown from the results of hypothesis testing with a t value of $12.091 > t$ table 1.660 and a significance value of $0.000 < 0.05$. The better the service quality, the higher the tourist satisfaction at PT Bali Prima Holidays, and vice versa, the worse the service quality, the lower the tourist satisfaction.

Service quality is able to have an influence of 59.5% on tourist satisfaction at PT. Bali Prima Holidays. Respondents' assessment of overall service quality is in the good category with an average value of 3.98. The aspect that is rated best is the appearance of a neat, attractive and professional tour guide, while the aspect that needs to be improved is the tour guide's ability to communicate well and provide information precisely and clearly.

The suggestion that can be given is that PT Bali Prima Holidays needs to maintain and improve service quality, especially on aspects that are rated well by tourists, such as the appearance of neat and professional tour guides, to maintain tourist satisfaction. In addition, further research needs to be carried out to identify other factors outside of service quality that also affect tourist satisfaction at PT Bali Prima Holidays, considering that service quality can only explain 59.5% of tourist satisfaction. For example, Tourist Experience, Destination Image, Perceived Price, etc. Last but not least, expanding the research sample to get more accurate results.

ADVANCED RESEARCH

This study only uses one independent variable and one dependent variable. The respondents used were only 100. Future research is expected to expand the scope that has been done in this study. For example, adding independent variables that are in line with the topic of discussion, adding samples of respondents or conducting research in more than one company or location.

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