Analysis of Service Quality and Tourism Destination Parts on Visitor Satisfaction at *Taman Mini Indonesia Indah*

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Abstract

This study aims to determine the effect of service quality and part of tourist destinations on visitor satisfaction at *Taman Mini Indonesia Indah*. The type of research is descriptive quantitative with multiple regression analysis methods. Collecting data by distributing questionnaires with a google form, a sampling technique using accidental sampling. The population in this study were tourists who had visited *Taman Mini Indonesia Indah* in the last five years, as many as 4,471,504 people. While the sample uses the Slovin formula, the results show a selection of 100 respondents. The results showed that the quality of service and the part of tourist destinations partially and simultaneously affect visitors' satisfaction with *Taman Mini Indonesia Indah*. The better the quality of service and the 4A tourism components provided by the manager of *Taman Mini Indonesia Indah* to visitors will increase visitor satisfaction. The manager of *Taman Mini Indonesia Indah* is expected to provide training to employees so that they can continue to serve well, quickly, responsively, politely, and friendly. The manager of *Taman Mini Indonesia Indah* is expected to add artificial attractions that can attract tourists. visits from outside Jakarta.

Keywords: Service Quality, Destination Part, Visitor Satisfaction

A. Introduction

In the entertainment industry, tourism is here to fill, offer people entertainment, unwind, new experiences, and fun experiences for tourists (Getz & Page, 2015). Tourism can be defined as the journey of a person or group of people from one place to another to make plans within a certain period, for recreational purposes, and get entertainment that his wishes (Camilleri, 2018). The tourism sector can also promote destinations in regions in Indonesia because,

indirectly, tourism activities will also introduce the culture, characteristics, and uniqueness of the destination concerned (Yamin et al., 2021).

One of the tourist attractions in Indonesia is *Taman Mini Indonesia Indah* (TMII). *Taman Mini Indonesia Indah* was initiated by Tien Suharto and during its construction was managed by Yayasan Harapan Kita (YHK). Overall, *Taman Mini Indonesia Indah* is a 150-hectare recreation park located in East Jakarta with miniature replicas of the islands in Indonesia. This makes *Taman Mini Indonesia Indah* one of DKI Jakarta's tourism destinations icons. So tourists can visit *Taman Mini Indonesia Indah*, which is a form of contribution to preserving Indonesia's indigenous culture.

Taman Mini Indonesia Indah is like other tourist destinations that offer recreational services with the importance of output in visitor satisfaction. In this case, to maintain customer satisfaction, it is not spared from the role of service quality, including Tangibles, Empathy, Responsiveness, Reliability, and Assurance, and the existence of Destination Part roles that include: Attraction, Accessibility, Amenities, and Ancillary. *Taman Mini Indonesia Indah* needs improvement accessibility, such as operational vehicles 'Wara Wiri,' there are also mini trains whose conditions are considered not well-maintained. Another needed supporting facility is for the tourists, such as limited ATM centers, toilets, and lack of human resources in every tourist spot. Also, some tourists' favorite attractions have been closed since 2020, such as Snowbay and Istana Boneka. This can cause a sense of discomfort and a low level of satisfaction from the tourists.

Meanwhile, the formulation of the problem in this study is as follows: (1) Does the Quality of Service affect Visitor Satisfaction in *Taman Mini Indonesia Indah*?: (2) Does the Destination Part (Attraction, Accessibility, Amenities, and Ancillary) affect Visitor Satisfaction in *Taman Mini Indonesia Indah*?: (3) Does the Quality of Service and Destination Part affect Visitor Satisfaction in *Taman Mini Indonesia Indah*?.

This study aimed to: (1) determine the effect of service quality on visitor satisfaction at *Taman Mini Indonesia Indah*; (2) Knowing the effect of Tourism Destination Parts on visitor satisfaction at *Taman Mini Indonesia Indah*; (3) Knowing the effect of service quality and Tourism Destination Parts simultaneously on visitor satisfaction at *Taman Mini Indonesia Indah*.

B. Literature Review
Service Quality

The quality of service is a parameter of success, whether the service provided has fulfilled the expectations of tourists or not (Hamandy et al., 2019). The quality of service is the level of tourist parameters related to the expectations and services that they get that will impact tourist satisfaction (Tarigan et al., 2021; Sembiring, 2021). Five indicators in the quality of service (Dewi et al., 2017): (1)

Tangibles include things that can be seen and touched. Such as tourist attractions, the equipment, to the appearance of employees; (2) Empathy includes activities carried out by employees to sympathize through direct actions by giving more and special attention to tourists; (3) Reliability is the capability of employees to provide the services in the most appropriate and maximum ways of services within the promised time; (4) Responsiveness includes the employees' actions in delivering services and helping tourists respond quickly to fulfill the tourist satisfaction in service; (5) Assurance consists of the ability of employees to provide the level of security for tourists in visiting, such as the hospitality services, scope of their product knowledge, and the employees and guards who have been trained to maintain a sense of feeling safe while visiting.

Tourism Destination Parts

Sourced from Undang-Undang Kepariwisataan No. 10 of 2009, tourism destinations are zones in an environment consisting of a unit or several areas managed by the government and institutions equipped with tourist attractions, accessibility, facilities, and also services by the management of the destination concerned (Dewi et al., 2020).

Therefore, a tourist destination should have parts in the form of tourism dimensions known as 4A's, such as Attraction, Accessibility, Amenity, and Ancillary. Dimensions in 4A tourism are (Setyanto & Pangestuti 2019): (1) Attraction is a major component of tourism destination parts because this dimension is the basic and main reason tourists choose to visit a tourist destination; (2) Amenity is focused on 3 (three) things, namely public facilities, basic facilities needed for tourists in traveling such as clean water supply, communication networks, electricity, and public infrastructure; basic facilities aimed at tourists but not specific in tourism activities; houses of worship, ATM centers, and health centers, as well as tourism facilities; facilities that must exist and are intended for tourists in supporting tourism activities; lodging, transportation mode, foodcourt, information center, and also a souvenir shop; (3) Accessibility, all forms of access and modes of transportation that help tourists on their way to tourist destinations. Because even though tourist attractions and good facilities have supported it, if the accessibility does not meet the standards, it is considered unable to fulfill the criteria of the component of tourism destination parts; (4) Ancillary service, extra services provided by the local government and the stakeholders for fulfilling the tourist satisfaction, including destination mapping maps, information centers, and destination profiles.

Customer Satisfaction

That tourist satisfaction is when the service provided by the staff has exceeded the expectations of tourists. If the service received by visitors has

exceeded expectations, it is ensured that the employees have provided excellent service and vice versa; there are 3 (three) dimensions of visitor satisfaction, including (Dewi et al., 2017): (1) Conformity of expectations is the level of expectations is the parameters level of expectation based on the service obtained from employees whether it is by the expectations at the beginning or not, including the products and services offered, are suitable for tourist expectations, the hospitality services offered are suitable for tourist expectations, the facilities offered are suitable for tourist expectations; (2) Interest in returning to visit, tourists desire to revisit the destinations they have visited. Interest in revisiting is one of the benchmarks for whether a destination has succeeded in maximizing the level of satisfaction for tourists. This includes several indicators: willingness to visit again because of the satisfactory service, good values , benefits, and qualified supporting facilities; (3) Willingness to recommend; it is a form of promotion carried out voluntarily by tourists who have visited. They can recommend it to their friends, relatives, and family. Several indicators influence this willingness to recommend satisfactory service, guide over good value, and desire to recommend qualified facilities.

C. Research Methodology

This type of research is descriptive quantitative with multiple regression analysis methods. Data collection by distributing questionnaires with a google form, sampling technique using accidental sampling, namely taking samples by taking respondents who happen to exist or are available at the research site (Sugiyono, 2017). The population in this study were tourists who had visited *Taman Mini Indonesia Indah* in the last five years, as many as 4,471,504 people. While the sample uses the Slovin formula, the results show a selection of 100 respondents. With the calculation of the formula Slovin:

$n = N / 1 + Ne^2$

$n = 4.471.504 / 1 + 4.471.504 (0,1)^2$

$n = 4.471.504 / 1 + 44.715,04$

$n = 4.471.504 / 44.716,04$

$n = 99,9 \approx 100$

D. Result

Table 1. Tourist Characteristic

		Frequency	Percent
Gender	Male	27	27%
	Female	73	73%
	Total	**100**	**100%**
Age	15-30 years old	98	98%
	30-50 years old	2	2%

		Frequency	Percent
	> 50 years old	0	0%
	Total	**100**	**100%**
Employment	Student	86	86%
	Government Employees	2	2%
	General Employee	6	4%
	Not yet working	0	2%
	Enterpreneurship	6	6%
	Total	**100**	**100%**
Income Level	0-1.000.000	71	71%
	1.000.000-2.500.000	9	9%
	2.600.000-5.000.000	15	15%
	> 5.000.000	5	5%
	Total	**100**	**100%**
Place of Origin	Jabodetabek	84	84%
	Bandung	8	8%
	Medan	2	2%
	Surabaya	5	5%
	other	1	1%
	Total	**100**	**100%**

Source: Data Processing with SPSS

Based on gender, it can be seen that most respondents were female, with a total of 73 respondents or 73%, and the rest with a male, as many as 27 respondents or 27%. Based on age, it can be seen that most respondents are aged 15-30 years with a total of 98 respondents or 98%, and ages 30-50 years with a total of 2 respondents or 2%. Based on employment, it can be seen that the majority of respondents work as students with a total of 86 respondents or 86%, followed by general employee and entrepreneurship, each with six respondents or 6%. Based on the income level, it can be seen that the majority of respondents' income is in the number 0 - Rp. 1,000,000 with 71 respondents or 71%, then at Rp. 2,600,000-Rp. 5,000,000 with a total of 15 respondents or 15%. Based on the place of origin, it can be seen that the majority of respondents came from Jabodetabek, with a total of 84 respondents or 84%.

Table 2. Validity Test

Varible	Item	Corrected Item-Total Correlation	r-table
Service Quality	X1.1	0.641	0.196
	X1.2	0.664	0.196
	X1.3	0.590	0.196

Varible	Item	Corrected Item-Total Correlation	r-table
	X1.4	0.706	0.196
	X1.5	0.697	0.196
	X1.6	0.716	0.196
	X1.7	0.572	0.196
	X1.8	0.743	0.196
	X1.9	0.788	0.196
	X1.10	0.757	0.196
	X1.11	0.805	0.196
	X1.12	0.672	0.196
	X1.13	0.725	0.196
	X1.14	0.642	0.196
	X1.15	0.594	0.196
Tourism Destination Parts	X2.1	0.671	0.196
	X2.2	0.638	0.196
	X2.3	0.526	0.196
	X2.4	0.791	0.196
	X2.5	0.699	0.196
	X2.6	0.675	0.196
	X2.7	0.469	0.196
	X2.8	0.751	0.196
	X2.9	0.697	0.196
	X2.10	0.764	0.196
	X2.11	0.593	0.196
	X2.12	0.742	0.196
Visitor Satisfaction	X3.1	0.754	0.196
	X3.2	0.769	0.196
	X3.3	0.617	0.196
	X3.4	0.767	0.196
	X3.5	0.798	0.196
	X3.6	0.759	0.196
	X3.7	0.830	0.196
	X3.8	0.801	0.196
	X3.9	0.679	0.196

Source: Data Processing with SPSS

Validity tests are used to quantify the validity of questionnaires. The test used a significance level of 0.05. The standard test is as follows: If the r-count > r-table (2-tailed test with sig. 0.05), then the instrument or question items correlate significantly against the total score (valid). In this study, the r-table for 100

respondents, DF-2 = 100-2, which is 98, is 0.1966. In this validity test, each instrument statement has a value above 0.1966, and the level of signification is less than 0.05 so that it can be declared valid.

Table 3. Reliability Test

Variable	Cronbach's Alpha
Service Quality	0.920
Tourist Destination	0.887
Visitor Satisfaction	0.905

Source: Data Processing with SPSS

This reliability test is used to test the consistency. It is said that the value of Cronbach's alpha of these variables is bigger than 0.60, which means that the instrument can be used as a reliable data set; therefore, if the researcher did some repeated measurements, the relative coefficient measurement results would remain consistent.

Table 4. Normality Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.87696217
Most Extreme Differences	Absolute	.077
	Positive	.077
	Negative	-.043
Test Statistic		.077
Asymp. Sig. (2-tailed)		.148[c]

Source: Data Processing with SPSS

Based on the results of the SPSS output above, the significance value of the Kolmogorov Smirnov method of normality test is 0.148 (bigger than 0.05). This means that the data in this study are normally distributed.

Table 5. Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
.790[a]	.624	.616	2.90647

Source: Data Processing with SPSS

From the output, it can be seen that the R-Square value is 0.624 or 62.4%. This number shows the combined influence of Service Quality and Tourism

Destination Parts on Customer Satisfaction, while the remaining 37.6% is influenced by the other variables outside this study or is considered as an error value.

Table 6. T-Test

Model	Unstandardized Coefficients		Unstandardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	3.568	2,582		1.382	.170
Service Quality (X1)	.276	.056	.438	4.900	.000
Tourism Destination Parts (X2)	.330	.071	.414	4.622	.000

Source: Data Processing (2022)

$Y = a + \beta 1 X1 + \beta 2 X2 + e$
$Y = 3{,}568 + 0{,}276 X1 + 0{,}330 X2 + e$

This equation can be explained if the constant is positive 3.568. This means that if the variables Service Quality and Tourism Destination Parts are zero (0) or if the variable's value is constant (constant), then the Visitor Satisfaction variable has a value of 3.568. Then, on the Service Quality (X1), there is a regression coefficient on the Service Quality of 0.276. This means that an increase in the Service Quality by 1 point will cause an increase in the Visitor Satisfaction variable of 0.276. The coefficient is positive, which means that the direction of the relationship between the Service Quality and the Visitor Satisfaction variable is in the same direction. It means that if the Service Quality increases, the Visitor Satisfaction will also increase.

Meanwhile, on the Tourism Destination Parts (X2), there is a regression coefficient on the Tourism Destination Parts of 0,330. This means that an increase in the Tourism Destination Parts by 1 point will cause an increase in the Visitor Satisfaction of 0,330. The coefficient is positive, which means that the direction of the relationship between the Tourism Destination Parts and the Visitor Satisfaction is in the same direction. If the Tourism Destination Parts increase, the Visitor Satisfaction will also increase.

In this study, the t-table for 100 respondents (n-k-1) = (100-2-1) = 97, amount to 1.98472. Based on the T-test table above, the effect of the Service Quality (X1) variable on the Customer Satisfaction (Y) variable is 0.000 < 0.050 while the t-count value is 4.900 > t table (1.98472), where Ho is rejected, and Ha is accepted, which means that there is an influence of the Service variable. Quality(X1) on the Customer Satisfaction(Y) variable. Meanwhile, the influence of the Tourism Destination Parts (X2) variable on the Customer Satisfaction (Y)

variable is 0.000 < 0.050 while the t-count value is 4.622 > t table (1.98472), where Ho is rejected, and Ha is accepted, which means that there is an influence of the Tourism Destination Parts variable (X2) on the Customer Satisfaction(Y) variable.

Table 7. F-Test

Model	Sum of Squares	Df	Mean Square	F	Sig
Regression	1358.226	2	679.113	80.392	.000b
Residual	819.414	97	8.448		
Total	1358.226	2	679.113		

Source: Data Processing (2022)

In this study, the f-table for 100 respondents (n-k) = (100-2)= 98 is 3.09. So, based on the SPSS results above, it is known that the calculated F-count is bigger than the table F-table (80.392 > 3.09), with a significance value of 0.000 < 0.05. Thus, H0 is rejected, Hi is accepted, which means that the Service Quality (X1) and Tourism Destination Parts (X2) variables if tested together or simultaneously, have an effect on the Customer Satisfaction (Y) variable.

E. Discussion

This study is by research conducted by Desiyanti et al. (2018), Mohanachandran & Govindarajo (2020), Saadilah & Syairudin (2019), Arianto & Octavia (2021) and Cahyanti et al. (2020), showing that the quality of tourism services influences tourist satisfaction. The better the service quality perceived by consumers, the consumers will feel satisfied the benefits and functions of the product. This study shows that service quality has a significant effect on visitor satisfaction because the quality of service at *Taman Mini Indonesia Indah* is very good and has a high value, such as (1) Physical evidence, namely having many regional houses, attractions because (Ropeway, Aeromovel Train, Snowbay, Keong Mas Legend Park and 4D Cinema) and complete and well-maintained facilities; (2) Reliability, namely the ability of *Taman Mini Indonesia Indah* employees to be precise and according to their promises in serving visitors with readiness to help tourists choose attractions immediately; (3) Responsiveness at *Taman Mini Indonesia Indah* provides services to visitors quickly and responsively when able to serve visitors when buying rides tickets and is responsive when visitors need help, for example, employees seem to show the way. In addition, employees can solve problems related to performance deviations or benefits from existing ones; (4) Assurance and knowledge, namely the employees of *Taman Mini Indonesia Indah* about being very friendly and polite to tourists, employees also have

beautiful traditional houses in 37 in Indonesia. In addition, tourist attractions at Tama Mini Indonesia Indah are equipped with complete security, so you also feel safe with your valuables; (5) The concern for employees of *Taman Mini Indonesia Indah* is to understand the needs of visitors, such as when visitors ride extreme rides, employees of *Taman Mini Indonesia Indah* can go to visitors so that these vehicles are safe and alert and employees can also communicate well and clearly when interacting with visitors.

This study is by research conducted by Ismail & Rohman (2019), Lahay et al. (2021), Andrianto & Sugiama (2016), Safitri et al. (2020), and Aliman et al. (2016), showing that tourist destinations include attractions, accessibility, amenities, and support. This significantly affects tourist satisfaction because the tourism 4A component is not an important consideration for tourists in choosing a tourist destination from attractions; accessibility can be accessed and achieved, then there are complete and adequate facilities equipped with additional. This study shows that the tourist destination has a significant effect on visitor satisfaction because tourist destinations in *Taman Mini Indonesia Indah* are very satisfying to visitors because they have very good attractiveness, including: (1) The number of attractions in *Taman Mini Indonesia Indah* and visitors are very satisfied being enjoyed by visitors in traditional houses. Thirty-seven provinces in Indonesia, Cable Car, Aeromovel Train, Snowbay, Keong Mas Legend Park, Istana Boneka, and 4D Cinema; (2) Accessibility of *Taman Mini Indonesia Indah* is very easy for visitors to access because the road access to the location and transportation is very close and easy to reach; (3) *Taman Mini Indonesia Indah* facilities are complete and adequate such as parking lots, toilets, restaurants, rest areas, gift shops, and others; (4) Additional facilities at *Taman Mini Indonesia Indah* such as many ATMs, WIFI connections, events/shows organized by the government/private sector. The *Taman Mini Indonesia Indah* manager is expected to add artificial attractions that can attract tourist visits from outside Jakarta.

F. Conclusion

Based on research, the service quality variable has a positive effect on the meaning that the complete physical evidence, reliability, responsiveness, assurance, and empathy will be able to increase visitor satisfaction, meaning that if the management of *Taman Mini Indonesia Indah* can improve all aspects of service quality together, this can increase visitor satisfaction. The manager of *Taman Mini Indonesia Indah* is expected to be able to provide training to employees so that they can continue to serve well, quickly, responsively, politely, and friendly, and the Manager of *Taman Mini Indonesia Indah* is expected to provide accident insurance for visitors. Employees of *Taman Mini Indonesia Indah* are expected to give a smile in answering visitors' questions; employees are serious about the interests of visitors and do not discriminate in service to visitors to *Taman Mini Indonesia Indah*.

The manager of *Taman Mini Indonesia Indah* is expected to add artificial attractions that can attract tourists. visits from outside Jakarta.

G. Acknowledgement (Optional)

Thank to the National University as an educational institution, I hope this research can be useful, especially for Tourism Study Program at the National University. Also, as reference material for further research in the same field of similar writing, especially research on service quality and tourism destination parts on visitor satisfaction.

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