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The National Monument as Jakarta's Icon with the Role of Tour Guides in Enhancing Tourist Satisfaction

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Abstract

This study aims to analyze the impact of service quality and tour guide knowledge on tourist satisfaction at the National Monument of Jakarta (Monas). The research method used is quantitative with a multiple regression approach to test the simultaneous and partial effects of the service quality and tour guide knowledge variables on tourist satisfaction. The sample consisted of 150 respondents selected using accidental sampling techniques. The results show that both service quality and tour guide knowledge have a significant effect on tourist satisfaction, both partially and simultaneously. Service quality, which includes friendliness, communication skills, and the ability to provide relevant information, enhances the tourist experience, while in-depth knowledge of Monas enriches their understanding of the site. The conclusion of this study is that improving service quality and tour guide knowledge can enhance tourist satisfaction. Recommendations for tour guides are to continue developing communication skills and gaining deeper knowledge about Monas. For Monas management, it is suggested to provide regular training for tour guides and continuously improve facilities and services to create a better tourism experience.

Keywords: Service quality of tour guides, knowledge of tour guides, tourist satisfaction

A. Introduction

The National Monument (Monas) is one of the most iconic landmarks in Jakarta, and even in all of Indonesia. Since it was first built in 1961, Monas has not only become a symbol of Indonesia's struggle for independence but also an important site for various state and tourism activities. Its strategic location in the heart of Jakarta makes it a major tourist destination for both domestic and international visitors. In addition, Monas has an appeal due to its unique architectural design, the stunning view from its peak, and the historical significance embedded in every side of the monument. However, to truly enjoy this experience, the role of a tour guide is crucial in providing visitors with a deep understanding.

This study focuses on how the role of a tour guide can enhance tourist satisfaction for those visiting Monas. As the tourism sector continues to grow, the demand for professional and competent tour guides has become increasingly apparent. Tour guides who understand the history and culture of Monas can offer a more meaningful experience for tourists. They not only act as guides directing visitors, but also as narrators who can share the historical stories, symbolic meanings, and values contained within Monas. This is highly relevant in enhancing tourist satisfaction, which is a key factor in the sustainability of the tourism industry.

The main issue to be discussed in this research is how a tour guide can have a positive impact on the tourist experience at Monas. Does the historical knowledge possessed by the tour guide, the manner of delivering information, and the interaction between the tour guide and the tourists affect their level of satisfaction? Furthermore, this study will also identify other factors influencing tourists' perceptions of the quality of service provided by tour guides at Monas.

Many previous studies about Monas have focused more on the historical aspects and symbolism of the monument itself, or merely discussed the tourism sector in Jakarta in general. However, few have highlighted how the direct interaction between tourists and tour guides can enhance the tourist experience at Monas. For instance, the study by Wahyuningtyas (2011) focused on the efforts of Monas management in managing its reputation as a national icon through coordination and cooperation between parties to maintain its status as a symbol of pride for Jakarta and Indonesia. Another study by Nugraha & Putra showed the effect of revitalization on tourists' interest in visiting Monas, indicating that revitalization can affect tourists' interest in visiting the monument. Additionally, Susanto's research (2022) developed a web-based tourist information system for Monas using the Simple Additive Weighting (SAW) algorithm to help users select and assess tourist attractions.

Meanwhile, the research by Ahmadanty & Surono (2023) demonstrated the influence of tourist attractions, accessibility, and facilities on the destination image to improve visitation decisions, with the results showing that tourist attractions and facilities had a significant positive effect on the destination image, while accessibility had a positive but insignificant effect, and the destination image had a significant positive effect on visitation decisions.

Nazwirman & Zain (2019) conducted a study at Monas with 183 local tourist respondents to examine tourist characteristics. The results showed that the majority of respondents were female (58.9%), aged 20-30 years (33.9%), had a high school education (57.4%), worked as private employees (47%), had an income of 5-6.99 million (27.3%), obtained information from friends/family (80.3%), used private vehicles (62.8%), and were single (60.1%), which could contribute to increasing Monas' profits. On the other hand, Susilo & Suryaningsih (2015) discussed the background of the idea for the construction of Monas, the role of Soekarno, and the shift in the meaning of Monas from a national symbol to a city symbol.

Therefore, this study aims to provide a clearer picture of how the role of a tour guide can improve the quality of tourist experiences at Monas. The contribution of this research is expected to provide new insights into the importance of service quality provided by tour guides in the context of historical tourism. In addition, the findings of this study can also offer practical recommendations for Monas management, tour guide associations, and other relevant parties to improve the quality of service for tourists. This way, Monas will not only be a place to visit but also a destination that provides a profound and memorable experience for every tourist. The novelty of this study lies in its in-depth approach to the relationship between the role of tour guides and tourist satisfaction at Monas, which has not been widely explored in tourism literature in Indonesia.

B. Literature Review

Monas, located in the heart of Jakarta, is an important symbol of Indonesia's struggle for independence. Inaugurated in 1975, Monas has not only become a popular tourist destination but also a symbol of national pride (Ratnaningtyas et al., 2023). According to Susilo & Suryaningsih (2015), Monas is one of the tourist attractions that draws both domestic and international visitors due to its unique design and the historical significance it embodies. Inside Monas, there is a diorama that illustrates the long journey of Indonesia’s independence, making it a place rich in educational value. Research by Fandra (2021) shows that Monas is a highly educational tourist spot, attracting visitors who wish to learn about Indonesia’s history. This underscores the relevance of Monas as part of Jakarta's tourism landscape.

The role of tour guides is crucial in creating a satisfying tourist experience. A knowledgeable tour guide does not merely provide information but also helps tourists understand the historical and cultural context behind the attractions they visit (Rusmiati et al., 2022; Trivenna & Eviana, 2024). Warokka & Djamali (2021) state that a good tour guide should possess the ability to communicate effectively, understand the needs of tourists, and provide useful information in an engaging way. This is important because many tourists visit historical sites not only to observe their physical structure but also to gain in-depth knowledge about the place. Research by Soraya et al. (2021) also reveals that the quality of

interaction between tourists and tour guides can shape a profound experience and enhance positive impressions of the destination.

Additionally, in a study conducted by Sulistyo et al. (2024), it was found that the positive experiences generated through interactions with tour guides have a significant impact on tourist satisfaction levels. These interactions involve not only the transfer of knowledge but also emotional elements, such as the friendliness and openness of the tour guide, which can improve the overall tourist experience. Tourist satisfaction is often linked to the quality of service provided, including the service provided by tour guides. Research by Muslikhah et al. (2015) shows that the interaction between tourists and tour guides significantly affects their satisfaction. Further research by Pusparani et al. (2024) and Nanlohy et al. (2024) found that the tour guide's knowledge of local history and culture contributes to tourist satisfaction, as they feel more connected to the destination they are visiting. A study by Brigitha et al. (2018) and Herienda et al. (2024) also supports this by showing that the quality of information provided by tour guides not only influences tourists' perceptions of the destination but also enhances their experience. This is relevant to the research, where tourists often seek in-depth explanations of the historical and symbolic values embedded in cultural and historical tourism destinations.

Hypotesis

The quality of tour guide services has a significant impact on tourist satisfaction. Aspects such as friendliness, communication skills, punctuality, and the ability to provide relevant information can enhance the travel experience and make tourists feel valued. Research by Lestari et al. (2022) shows that tourist satisfaction is influenced by service quality and the skills of the tour guide, while Mulyana & Lesmana (2021) found that good service quality increases tourist satisfaction at travel destinations.

H1: There is a significant influence of tour guide service quality on tourist satisfaction.

A tour guide's knowledge affects tourist satisfaction. A guide's understanding of history and culture can enrich the tourist experience, making them feel more engaged and appreciated. Studies by Brigitha et al. (2018) and Pusparani et al. (2024) demonstrate that in-depth guide knowledge enhances tourist satisfaction, especially when the guide can deliver complete and engaging information.

H2: There is a significant influence of tour guide knowledge on tourist satisfaction.

Service quality and tour guide knowledge jointly influence tourist satisfaction. Friendly and professional service, combined with deep knowledge, creates an enjoyable and educational experience. Research by Brigitha et al. (2018) and Pusparani et al. (2024) indicates that the combination of these two factors significantly improves tourist satisfaction.

H3: There is a significant influence of both tour guide service quality and tour guide knowledge on tourist satisfaction.

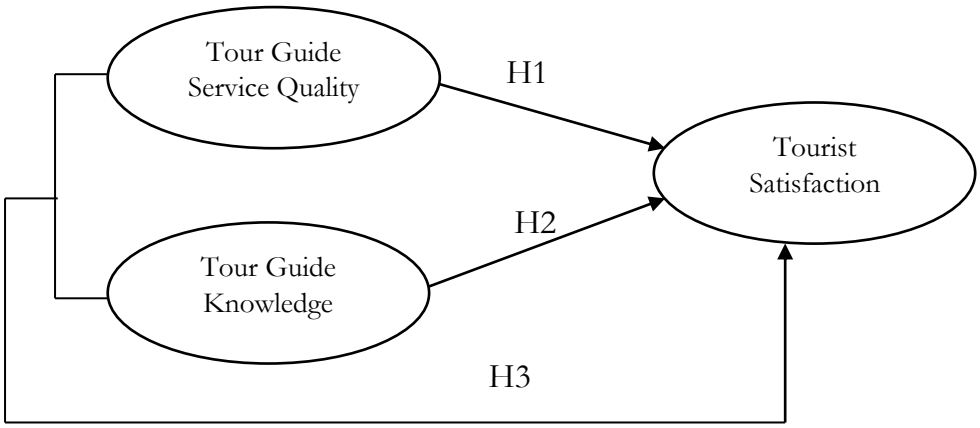


Figure 1. Framework Reserch

C. Research Methods

Research Type

This study employs a quantitative research type aimed at analyzing the impact of certain variables on others. This quantitative research is conducted by collecting data in the form of numbers or statistics, which are then systematically analyzed to test the hypotheses proposed. The study focuses on analyzing the relationship between the independent variables, which are the service quality and knowledge of the tour guide, and the dependent variable, which is tourist satisfaction.

Research Method

The research method used in this study is multiple regression analysis. Multiple regression analysis is used to test the simultaneous and partial effects of the two independent variables, namely the service quality of the tour guide and the knowledge of the tour guide, on one dependent variable, which is tourist satisfaction. By using multiple regression analysis, this study aims to determine the extent to which each independent variable contributes to the dependent variable, as well as the simultaneous effects of both independent variables on tourist satisfaction.

Research Variables

The variables in this study are as follows: (1) Service quality, the service quality provided by the tour guide, which includes aspects such as communication, friendliness, and the ability to provide relevant and engaging information; (2) Knowledge of the tour guide, the ability of the tour guide to master knowledge about the history, culture, and information related to Monas that can be conveyed to tourists; (3) Tourist Satisfaction, the level of satisfaction experienced by tourists after visiting Monas, which is measured based on how well their expectations are met by the service provided by the tour guide, both in terms of service quality and the knowledge conveyed.

Sampling Technique

The sampling technique used in this study is accidental sampling. This method selects samples based on chance or opportunity, meaning tourists who happen to be at Monas during the study period are selected. This sampling method is practical, where any tourist encountered at the location may become a respondent in this study, provided they are willing to answer the questionnaire.

Population and Sample

The population in this study consists of all visitors who come to Monas during the research period. This population includes both domestic and international tourists who visit Monas during the time of the study. The sample used in this study consists of 150 respondents. The sample size is determined using accidental sampling, where tourists encountered at Monas will be asked to fill out the questionnaire. The sample size is based on Hair's (2017) theory, which suggests a minimum sample size of 10 times the number of research indicators. Since this study has 15 indicators for each variable, the required sample size is 15 indicators × 10 = 150 respondents.

Data Analysis Technique

The data analysis technique used in this study is multiple regression analysis with the assistance of SPSS software. The steps in data analysis include: (1) Validity test, this test is used to determine how accurately the research instrument (questionnaire) can measure the variables being studied; (2) Reliability test, this test uses Cronbach's alpha, where if the Cronbach's alpha value is greater than 0.70, the instrument can be considered reliable; (3) Coefficient of determination test, this test is used to determine how much of the variation in the dependent variable (tourist satisfaction) can be explained by the variation in the independent variables (service quality of the tour guide and knowledge of the tour guide); (4) Partial test, this test is used to examine the individual effects of each independent variable on the dependent variable (tourist satisfaction); (5) Simultaneous test, this test is used to examine the combined effects of both independent variables on the dependent variable.

D. Result and Discussion

Result

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	85	56.7%
	Female	65	43.3%
Age	18-30 years	45	30.0%
	30-45 years	60	40.0%
	45-60 years	25	16.7%
	60 years and above	20	13.3%

Characteristic	Category	Frequency	Percentage (%)
Occupation Status	Student/University student	50	33.3%
	Private employee	60	40.0%
	Entrepreneur	20	13.3%
	Other	20	13.3%
Tourist Origin	Jakarta	80	53.3%
	Outside Jakarta	70	46.7%

Source: Processed data using SPSS (2025)

The total number of respondents involved in this study is 150, with the majority being male (56.7%) and the rest female (43.3%). The majority of respondents are in the 30-45 years age group (40%), indicating that most visitors to Monas are from the active young adult age group. In terms of occupation, most respondents are private employees (40%), indicating that professionals are the predominant visitors to Monas. The majority of tourists are from Jakarta (53.3%), although there are also visitors from outside Jakarta (46.7%), reflecting Monas as a popular destination for tourists from outside the capital.

Table 2. Validity Test

Variable	Question Item	r-count
Tour Guide Service Quality	Tour guide's ability to communicate well.	0.723
	Tour guide provides clear and accurate information.	0.810
	Tour guide shows a friendly and polite attitude.	0.756
	Tour guide explains in an easily understandable way.	0.804
	Tour guide is responsive to visitors' questions.	0.793
Tour Guide Knowledgeability	Tour guide has in-depth knowledge about Monas.	0.855
	Tour guide can clearly explain Monas' history.	0.848
	Tour guide understands Indonesian culture in general.	0.829
	Tour guide can provide information on other tourist attractions.	0.830
	Tour guide's knowledge includes interesting facts about Monas.	0.871
Tourist Satisfaction	I am satisfied with the service provided by the tour guide.	0.784
	The tour guide's knowledge satisfies me.	0.795
	Interaction with the tour guide was enjoyable.	0.769
	The tour guide provided a valuable experience.	0.802
	I would recommend this tour guide to my friends.	0.831

Source: Processed data using SPSS (2025)

The validity test was conducted to ensure that each question item used to measure the research variables accurately reflects the intended aspects. Based on the validity test results, all question items for the variables of tour guide service quality, tour guide knowledge, and tourist satisfaction show Pearson correlation values greater than 0.166, meaning that each item is valid. This validity indicates that the instruments used can measure the intended aspects accurately.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Reliability Description
Tour Guide Service Quality	0.888	Reliable
Tour Guide Knowledge	0.906	Reliable
Tourist Satisfaction	0.853	Reliable

Source: Processed data using SPSS (2025)

The reliability test was conducted to measure the consistency and accuracy of the research instruments in measuring the variables. The reliability test results show that all variables tour guide service quality, tour guide knowledge, and tourist satisfaction have Cronbach's alpha values above 0.60, indicating that the research instruments are reliable and consistent in measuring each of the variables.

Table 4. Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error of The Estimate
0.866	0.750	0.740	0.43276501

Source: Processed data using SPSS (2025)

The coefficient of determination (R^2) of 0.75 indicates that 75% of the variability in tourist satisfaction can be explained by the variables of tour guide service quality and tour guide knowledge. This means that the regression model used is quite effective in explaining the influence of independent variables on the dependent variable, with the remaining 25% influenced by other factors not examined in this study.

Table 5. Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	2.689	0.672	-	4.002	.000
Tour Guide Service Quality	3.364	0.585	0.613	5.750	.000
Tour Guide Knowledge	3.776	0.592	0.698	6.378	.000

Source: Processed data using SPSS (2025)

The partial test is used to examine the individual effects of each independent variable on the dependent variable. The t-test results show that

both tour guide service quality and tour guide knowledge have t-values greater than the t-table value and significance (sig.) values smaller than 0.05 (0.000). This indicates that both independent variables significantly influence tourist satisfaction individually, meaning that improving service quality and tour guide knowledge will increase tourist satisfaction.

Table 6. Simultaneous Test

Sum of Squares	df	Mean Squares	F	Sig
Regression	201.890	1	120.320	48.227
Residual	2224.227	149	119.473	
Total	2233.121	150		

Source: Processed data using SPSS (2025)

The simultaneous test is used to examine the combined influence of the two independent variables (tour guide service quality and tour guide knowledge) on the dependent variable (tourist satisfaction). The F-test results show an F-value of 48.27 and a significance (sig.) of 0.000, which is smaller than 0.05, indicating that both independent variables together significantly influence tourist satisfaction. This means that tour guide service quality and knowledge collectively make a significant contribution to tourist satisfaction levels.

Discussion

The quality of the tour guide service at the National Monument (Monas) in Jakarta has a significant impact on tourist satisfaction. The quality of service encompasses various aspects such as friendliness, communication skills, punctuality, and the ability of the tour guide to provide relevant and engaging information throughout the tour. Tourists who are satisfied with the service provided by the tour guide are likely to enjoy their experience more and are more inclined to leave positive reviews and recommend the destination to others. High-quality service creates comfort and strengthens the positive image of Monas as one of Jakarta's major icons. Moreover, excellent service enhances the tourist experience, fosters social connections, and creates a more immersive experience, which in turn increases satisfaction. This satisfying experience makes tourists feel valued and more connected to the tourist site.

Lestari et al. (2022) in their study found that tourist satisfaction at tourist destinations is influenced by an optimal service system and good tour guide skills. This was evident in their research at Benteng Marlborough, which emphasized the need to improve tour guides' competencies, interpersonal skills, empathy, and problem-solving abilities to enhance service quality. Mulyana & Lesmana (2021) examined the impact of service quality (reliability, responsiveness, assurance, empathy, and tangibles) on tourist satisfaction. Their results indicated a positive and significant effect on tourist satisfaction, concluding that high-quality service by tour guides could increase tourist

satisfaction at various tourist destinations, such as the Keraton Kasepuhan in Cirebon.

Tour guide knowledge is a crucial factor in creating a satisfying tourist experience. At the National Monument (Monas) in Jakarta, the tour guide's knowledge about the history, culture, and interesting facts related to Monas can enrich the tourists' understanding of the site, which in turn enhances their satisfaction. When tour guides can provide accurate, in-depth, and engaging information, tourists feel more involved in their journey, feel valued, and gain a more meaningful experience. Extensive knowledge also allows tour guides to respond to a wide range of questions from tourists, provide more detailed and comprehensive explanations, and help tourists feel a stronger connection with Monas as a symbol of pride for Jakarta. Thus, a well-informed tour guide directly contributes to tourist satisfaction and to a more memorable experience.

Brigitha et al. (2018) in their research demonstrated that the knowledge of the tourist attraction and the skills of the tour guide significantly influenced tourist satisfaction at Bunaken Manado, finding that tourists were more satisfied when the tour guide could provide comprehensive and engaging information about the place. Pusparani et al. (2024) studied the impact of tour guide knowledge on tourist satisfaction at Kota Tua Jakarta and found that the knowledge possessed by the tour guide significantly influenced the tourist experience, emphasizing the importance of developing tour guides' competencies to enhance the tourist experience.

Together, the quality of service and tour guide knowledge play an essential role in creating a satisfying tourist experience. High-quality service, which includes friendliness and professionalism, combined with deep and accurate knowledge, creates an experience that is not only enjoyable but also educational. When both factors work well, tourists feel valued, well-informed, and emotionally engaged in their journey, which greatly contributes to their satisfaction. Good service provides a comfortable experience, while rich knowledge ensures that tourists gain a profound understanding of Monas, making their visit more meaningful. The combination of both delivers a comprehensive experience, where tourists not only feel satisfied with the service but also feel more connected to the site through the knowledge they gained. Therefore, these two factors complement each other and significantly contribute to tourist satisfaction.

Brigitha et al. (2018) in their research showed that both service quality and tour guide knowledge simultaneously have a significant effect on tourist satisfaction. This study confirms that the combination of both significantly influences the tourist experience. Pusparani et al. (2024) in their study on factors influencing tourist satisfaction in Yogyakarta concluded that both service quality and tour guide knowledge have a significant combined effect on tourist satisfaction, reinforcing the importance of these two factors in the tourism sector.

D. Conclusion

Based on the research findings, it can be concluded that the quality of tour guide service and the tour guide's knowledge have a significant impact on tourist satisfaction at the National Monument (Monas) in Jakarta. Good service quality, including friendliness, communication skills, and the ability to provide relevant information, creates an enjoyable experience and enhances tourist satisfaction. Additionally, in-depth knowledge about the history, culture, and interesting facts about Monas greatly contributes to a fulfilling tourist experience. Overall, the quality of service and the tour guide's knowledge together make a significant contribution to tourist satisfaction, which in turn can enhance the positive image of Monas as a leading tourist destination in Jakarta.

For tour guides, it is recommended to continuously improve their communication skills, friendliness, and knowledge of Monas as well as other related tourist destinations. Regular training on history, culture, and how to present engaging information to tourists can help improve the quality of service. For tourists, it is encouraged to be open in providing constructive feedback about their experiences to help improve service quality. Meanwhile, for the management of the Monas tourist destination, it is advised to provide regular training and development programs for tour guides and continuously assess the needs of tourists through ongoing evaluations of service quality. Improvements in facilities and services can also be made to create a more comprehensive and enjoyable tourism experience for visitors.

E. Conflict of Interest

The authors confirm that they hold no financial or non-financial interests that could affect the impartial reporting of this study on tour guide services and tourist satisfaction at Jakarta's National Monument.

F. Declaration of AI Use

Elicit assisted the authors in organizing the manuscript's structure and improving the sequence of ideas across its sections. The authors reviewed the suggested organization against the study objectives, research procedures, and findings, and made all final editorial decisions. They retain full responsibility for the accuracy, originality, references, and integrity of the manuscript.

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