THE EFFECT OF SERVICE QUALITY ON VISITORS IN PENTADIO RESORTGORONTALO REGENCY

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ABSTRACT

This study aims to determine the effect of service quality on visitor interest at Pentadio Resort Gorontalo Regency.

This research uses descriptive quantitative method. Respondents of this research are people who have ever enjoyed services at Pentadio Resort Gorontalo Regency with a total sample of 97 people. Data analysis using simple regression.

The results showed that service quality had a positive and significant effect on visitor interest at Pentadio Resort, Gorontalo District. Service quality has a positive and significant effect on visitor interest with a contribution of influence of 45.90%. Thus the hypothesis which states that service quality has a positive and significant effect on visitor interest can be accepted.

Keywords: service quality, visitor interest

INTRODUCTION

The world of tourism is one of the factors that influence the economic growth of a nation. Why not, the tourism sector can be used as a foundation to increase the country's foreign exchange which will have an impact on increasing the national economy. According to data from the Indonesian Ministry of Tourism and Creative Economy, foreign tourist visits to Indonesia in May 2020 totaled 163,646 visits or decreased by -86.90% compared to May 2019, which totaled 1,249,536 visits. Even though it has decreased, it is still a foreign exchange income for the country. With the amount of foreign exchange income for each tourist of only 12 million, with the number of visits of 163,646 visits, Indonesia will receive foreign exchange of around Rp. 2 trillion. This will clearly help national economic growth.

The implementation of tourism is aimed at increasing national income in the context of increasing the welfare and prosperity of the people, expanding and equalizing business and employment opportunities, encouraging regional development, introducing and utilizing tourist objects and attractions [13].

Apart from economic growth, the tourism sector can also be used as a tool to conserve nature, in accordance with the principles of tourism, namely green tourism and sustainable tourism, and even tourism has become a trend and a very important human need. Tourism is an activity related to travel for recreation, vacation, or tourism. Tourism objects can be places of historical interest or natural locations that are beautiful and attractive. Based on data from the Gorontalo District Tourism Office, the number of interest in visiting tourists in 2017 on the Pentadio Resort tour was 2972 visiting tourists. In 2018 there was an increase of 3056 tourists or an increase of 2.9%. In 2019 it decreased by 2854 or -6.8%. The interest in visiting

tourists to the Pentadio Resort which fluctuates from year to year is a separate problem that must immediately find a solution.

In general, Pentadio Resort is a natural tourism that has potential and appeal as well as high selling value. However, in reality there has not been much touch from the local government so that the location has not been too exposed. There are several phenomena that must be considered in the arrangement of tourism, including attractiveness, both in the form of natural beauty and society and culture because it is an inseparable package so that people or tourists are interested in visiting the area. Pentadio Resort with the advantages of unspoiled hot springs, free from noise, clean, cool and comfortable air. But cleanliness must be maintained and improved. Then accessibility, namely the ease of getting to and while traveling in the area, as well as the distance [4].

Empatindikator yang dapat menjadi the size of tourists has a considerable interest in a tourist place, namely transactional interest, which is related to the tendency to visit tourist attractions. Referential interest, related to a person's tendency to refer products to others. Preferential interest, related to one's loyalty to a product, which will only be replaced when something happens to the product. Exploratory interest is related to the behavior of a person who is always looking for information about the product he is interested in [3].

However, from the results of the researchers' preliminary observations, visitors do not have the interest to visit back to Pentadio Resort tourist attractions, are not interested in referring Pentadio Resort tourist attractions to others, are not interested in finding information about Pentadio Resort tourist attractions, and the cause is from the results of discussions with several visitors. In general, it states that the Pentadio Resort tourist attractions

are arid, unattractive, the facilities are not maintained and each vehicle has a different entrance ticket [8].

To encourage consumers to make purchases of company products, marketers must try to generate purchase interest which in this case is associated as behavioral intentions. Interest in visiting often connotes the same as buying interest. Interest is a force capable of encouraging and influencing consumers to attract conscious attention [1]. Interest can be interpreted as something personal and closely related to attitude. Interests and attitudes constitutea basis for prejudice, and interest is also important in making decisions.

Interest to visit again or interest to buy back (willingness to buy) is part of the behavioral component of consumption attitudes, and is often defined as purchase intention, namely a strong desire to buy back [2].

Consumer evaluation of service quality of service products is different from assessment of tangible products. Service quality assessments occur during the service delivery process. The contact that happened between service providers and consumers is a picture of a moment of truth, namely an opportunity to satisfy or not satisfy consumers. Consumers always try to assess service quality based on what they feel, in the form of attributes that represent service quality, service process, and service quality.

To achieve this, a quality service that is in accordance with the needs and desires of the community is required. Quality/service is the conformity between expectations and desires with reality. Several experts expressed the notion of service quality [9].

Service quality is The long-term cognitive evaluation of customers on the service delivery of a company [5]. Service quality is Service quality, the customer's perception of the service component of a

product, is also a critical determinant of customer satisfaction. Service quality is a customer perception of the product service component and is also an important determinant of customer satisfaction [12]. Service quality is a measure of how well the level of service provided is in accordance with customer expectations [11].

RESEARCH METHODS

The research method used in this research is descriptive quantitative research method, namely by looking for information about existing symptoms, clearly defined objectives to be achieved, planning the approach, collecting data as material for making reports. This study uses an explanatory survey method [6].

In this study the authors wanted to analyze the influence of service quality on visitor interest. The research variables to be examined in this study are divided into two main variables, namely the independent variable (X) Service Quality and the dependent variable (Y), namely visitor interest.

This research was conducted at Pentadio Resort, Gorontalo District. With a research period of 2 months. From September to November 2020.

The sampling technique uses nonprobability sampling with purposive sampling type. Purposive sampling is a sampling technique with certain considerations. Purposive sampling is a way of drawing samples by subject voters based on specific criteria determined by the researcher.

Sampling using the Slovin formula from Taro Yamane in Riduwan (2013: 65) as follows:

$$n = 1 + \frac{N}{(N.d^2) + 1}$$

Where:
n = Number of samples
N = Total population

d = the level of error in sampling that can still be tolerated.

Then the sample obtained through the calculation of the Taro Yamane formula is as follows:

n = 2.854
    (2.854 . 0,10^2) + 1
n =97 sampel

In this study, researchers took 97 samples from the number of tourists visiting the Pentadio Resort.

Hypothesis testing tool used in this study is a simple linear regression statistical method.

Descriptive Data Analysis

Descriptive data analysis is used to provide an overview of the variables studied. The descriptive analysis test includes the average, minimum, maximum, and standard deviation values of the research data. This descriptive statistic provides an overview of the demographics of the research respondents. Demographic data include: Gender, latest education and occupation [7].

Hypothesis testing

Hypothesis testing is done by using the regression equation obtained in a calculation process. To find out whether a regression equation produced is good for preferential value of the dependent variable or not, then the hypothesis test in the study can be done in the following way:

a. Regression Equations

The hypothesis testing tool used in this study is a simple linear regression statistical method with the research model formed as follows:

Y = α + βX

Information:
Y   = Interest of visitors
α   = Constant
βX   = Service   Quality
            Regression Coefficient

b. Test the coefficient of determination (R2)

The coefficient of determination (R2) measures how far the model's ability to

explain the variation in the dependent variable. The coefficient of determination is between zero and one, however, if the value of R2 is close to one, it means that the independent variables provide almost all the information needed to predict the independent variables. The fundamental weakness of using the coefficient of determination (R2) is that it can affect the number of independent variables included in the model.

Statistical Hypothesis

The statistical hypothesis is a mathematical statement about the population parameters that will be tested to what extent a sample data supports the truth of the hypothesis. And in this study the hypothesis used is the one-sided hypothesis.

H0: $\rho = 0$ dan H1: $\rho \neq 0$.

The statistical hypothesis is only used if we take a sample from a population, tested using inferential statistics, whose purpose is to test whether the sample can represent the population or not.

1) There is an effect of service quality on visitor interest

Ho: $\beta = 0$

H1: $\beta \neq 0$

Data Quality Test

a. Validity test

The validity test aims to measure how real a test or measuring instrument should be measured. Measurements can be said to be valid if the measuring goal is real or correct. Therefore, the instrument used in the study was in the form of a test/questionnaire, so the validity test used was in the form of content validity testing. An instrument is declared valid if the correlation coefficient r count is greater than the correlation coefficient r table at a significant level of 5%. Significance test is done by comparing the calculated r value with r table, if r count> r table and is positive. Then the variable is valid,

whereas if r count <r table, then the variable is invalid.

b. Reliability Test

The instrument is said to be reliable if a person's answers to questions are consistent or stable over time. Reliability is the extent to which the results of a measurement can be trusted and can provide relatively no different results when done back to the same subject. Reliability is the level of how much a gauge measures stably and consistently. The level of reliability is indicated by the coefficient, namely the reliability coefficient. In the instrument reliability test, the closer the reliability coefficient is to 1.0, the better. Generally, reliability less than 0.60 is considered bad, reliability in the range 0.7 is acceptable and more than 0.80 is good.

Classic assumption test

This test is carried out to test the feasibility of the regression model used so that the results are not biased, so it must first meet the classical assumption test. The classical assumption test in this study consisted of normality test, autocoleration test, heteroscedasticity test, and multicolonary test.

a. Normality test

The normality test aims to test whether in the regression model the confounding or residual variables have a normal distribution. To detect normality, you can use graph analysis through the normal P-P Plot graph. Normal or not data can be seen on the basis of decision making as follows:

1) If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, the regression model fulfills the normality assumption.

2) If the data spreads around the diagonal line and follows the

direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the normality assumption.

b. Multikolinearity Test

The multicollinearity test aims to test whether the regression model finds any correlation between the independent (independent) variables. If the independent variables are correlated, then these variables are not orthogonol. The orthogonol variable is an independent variable whose correlation value between independent variables is equal to zero. To detect the presence or absence of multicolonaryness in the regression model is as follows:

1) The value of R Square (R2) generated by an empirical regression model estimation is very high, but individually independent.

2) Analyze correlation matrix of independent variables. If there is a high correlation between the independent variables (more than 0.09), it is an indication of multicolonaryness.

3) Looking at the tolerance value and variance inflation factor (VIF), a regression model that is free from colonary problems if it has a tolerance value> 0.1 and a VIF value <10.

c. Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model has an inequality of variance from the residuals of one observation to another. If the residual variance from one observation to another is constant, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is homoscedasticity or heteroscedasticity does not occur. Most of the crossection data contain heteroscedasticity situations because this data collects data that represents various sizes (small, medium, and large).

RESULTS & DISCUSSION

Description of Research Results

This research was conducted at the Pentadio Resort, Gorontalo District by distributing research questionnaires either directly to Pentadio Resort visitors or through Google Forms to 97 respondents who met the standards as respondents, namely those who had enjoyed Pentadio Resort tourism services. The purpose of this study was to determine the effect of service quality variables (X) on visitor interest (Y). The testing stages include testing the quality of the instrument, testing descriptive analysis, classical assumptions and hypothesis testing.

Instrument Validity Testing

The results of testing the validity of each variable can be seen as follows:

Variable Quality of service (X)

The number of statements used to measure the effect of service quality (X) in this study were 5 statements to 97 respondents. Testing the validity of the statement is presented in table 4.6 as follows:

Table 1. Validity Test Results of Service Quality Variables (X)

Correlation between	Correlation value (Pearson Correlation)	Information
KP1 with total	0,806	Valid
KP2 with total	0,801	Valid
KP3 with total	0,881	Valid
KP4 with total	0,903	Valid
KP5 with total	0,717	Valid

Source: Processed data SPSS 22, 2020

Based on table 1, it can be seen that all the questions posed to respondents are

valid, which have a correlation value that is greater than the critical value or can be seen from the correlation coefficient value of each item which has a value> 0.3 and the correlation probability value. sig (2-tailed <from the significance level (α) of 0.05) so that it is said to meet the validity test and can be used for research data collection.

Visitor Interests Variable (Y)

The number of statements used to measure the validity of visitor interest (Y) in this study were 4 statements to 97 respondents. Testing the validity of the statement is presented in table 4.7 as follows:

Table 2. Validity Test Results of Visitor Interest Variables (Y)

Correlation between	Correlation value (Pearson Correlation)	Infor matio n
MP1 with Total	0,866	Valid
MP2 with Total	0,862	Valid
MP3 with Total	0,837	Valid
MP4 with Total	0,865	Valid

Source: Processed data SPSS 22, 2020

Based on Table 4.7 it can be seen that all the questions posed to respondents are valid, which have a correlation value that is greater than the critical value or can be seen from the value of the correlation coefficient of each item which has a value> 0.3 and the value of the correlation probability [sig (2-tailed <from the significance level (α) of 0.05) so that it is said to meet the validity test and can be used for research data collection.

Descriptive Variable

The following will present an overview of the results of tabulation of data or variables that are the object of research and the criteria for interpretation of scores as follows:

Table 3. Score Interpretation Criteria

Answer Category		Predicate
81	100	Very high
61	80	High
41	60	Moderate
21	40	Low
0 – 20		Very low

Source: Data Processed Results 2020

The following will present an overview of the results of data tabulation of the variables that are the object of research.

Based on the table above it can be seen that item 1) Pentadio Resort has complete, clean and in good condition facilities with a mean value of 3.93 and an achievement level of 78.56 in the high category, item 2) The duty officer at the Pentadio Resort provides services the same regardless of social status with a mean value of 4.14 and an achievement level of 82.89 in the very high category, item 3) The duty officer at the Pentadio Resort has free time to help with a mean value of 3.82 and an achievement level of 76.49 which is in the high category, item 4) The duty officer at Pentadio Resort provides fast settlement and handling of services with a mean value of 3.80 and the achievement level of 76.08 is in the high category, item 5) Pentadio Resort maintains the cleanliness and comfort of the tourist attractions with a mean value of 3.87 and an achievement level of 77.32 in the high category.

Based on the table above it can be seen that: item 1) I am interested in returning to the Pentadio Resort tourist spot, with a mean value of 3.91 and an achievement level of 78.14 which is in the high category. Item 2) Satisfied with the opportunity to accept responsibility, with a mean value of 3.62 and level of achievement amounting to 72.37 is in the high category. Item 3) I remain loyal to visit Pentadio Resort tourist attractions even though there are other tourist attractions that are more interesting, with a mean value of 3.73 and an achievement level of 76.64 which is in the

high category. Item 4) I will always look for information about new rides for Pentadio Resort attractions with a mean value of 3.61 and an achievement level of 72.16 in the high category.

The regression model used in the data analysis of this study is simple regression. Regression analysis is used to see the effect of one independent variable on the dependent variable. After the classical assumption test was carried out and it was fulfilled, the next step was data modeling using regression analysis. In calculating the regression equation, a general equation is used, namely:

$$Y = \alpha + \beta X$$

The results of the analysis with the help of the SPSS program are shown in table 4.12 as follows:

$$\hat{Y} = 0{,}837 + 0{,}678X$$

Based on the regression equation model above, things can be interpreted as follows:

$\alpha = 0{,}837$

The constant value is a fixed value, which means that if the quality of service does not occur, then visitor interest is constant, which is 0.837 units.

$\beta = 0{,}678$

The regression coefficient value of the service quality variable was 0.678. This shows that every change of the service quality variable by 1 unit will affect the interest of visitors at Pentadio Resort Gorontalo Regency by 0.678 times the unit.

From the table above, it can be seen that the influence of service quality variables on visitor interest is 0.459 or 45.90%, which means that 45.90% of visitor interest at Pentadio Resort Gorontalo Regency is caused by service

Hypothesis test

The results of hypothesis testing in table 4:14 show that the Sig-count value of 0,000 is smaller than the significance level of 5% (0.05) and the value of T-count 8,984 > T-table 2,576. The magnitude of the influence of the service quality variable on visitor interest is 0.459 or

45.90% which means that 45.90% of visitor interest at Pentadio Resort Gorontalo Regency is caused by service quality

This study is relevant to the results of previous studies which show that organizational culture or service quality has a positive and significant effect on visitor interest [10]

The results of descriptive data, items in service quality that have an influence on visitor interest are coherently as follows: 1) the same service regardless of social status; 2) complete facilities, clean and in good condition; 3) cleanliness and comfort of tourist attractions; 4) The duty officer has free time to help; 5) The duty officer provides fast settlement and handling services.

Thus some aspects of service quality such as facilities, cleanliness and comfort, availability of time for officers to assist visitors and speed of time in providing services must receive the attention of Pentadio Resort management to get improvements.

This study hypothesizes that service quality has a positive and significant effect on visitor interest. The results of this study indicate that service quality is proven to have a positive and significant effect on visitor interest at Pentadio Resort Gorontalo Regency as indicated by the t value = 8.984 and the Sig count value of 0.000. This means that if the quality of service increases, it will be followed by an increase in visitor interest at Pentadio Resort, Gorontalo District.

This study is relevant to the results of previous studies which show that organizational culture or service quality has a positive and significant effect on visitor interest. The results of descriptive data, items in service quality that have an influence on visitor interest are coherently as follows: 1) the same service regardless of social status, 2) complete facilities, clean and in good condition, 3) cleanliness and

comfort of tourist attractions, 4) The duty officer has free time to help, and 5) The duty officer provides fast settlement and handling services.

Thus, several aspects of service quality such as facilities, cleanliness and comfort, availability of staff time to assist visitors and speed of time in providing services must receive the attention of Pentadio Resort management to get improvements.

CONCLUSION

Service quality has a positive and significant effect on visitor interest with a contribution of influence of 45.90%. Thus the hypothesis which states that service quality has a positive and significant effect on visitor interest can be accepted.

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