The Effect of Service Quality on Satisfaction and Loyalty Visitors at Sengkaling Recreational Park

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ABSTRACT

Loyalty is needed by the company because it will maintain business continuity. This study aims to determine the effect of service quality on the satisfaction and loyalty of visitors to the Sengkaling Recreational Park both directly and indirectly. The type of research used is explanatory research with a quantitative approach. Sample technique in this research using purposive sampling. The sample used is 112 visitors who have visited at least twice and over 18 years old. The data analysis technique used is descriptive research and using path analysis. The results of this study indicate that service quality has a significant effect on visitor satisfaction and loyalty at Sengkaling recreational park.

***Keywords:** service quality; satisfaction; loyalty*

INTRODUCTION

The key to the success and sustainability of a business institution is to provide quality services to visitors (Minh, Ha, Matsui, 2018). Competition requires companies to continue innovate and maintain the continuity of a company. The leaders will continue to strive to improve the performance of their businesses to maintain the company for the achievement of satisfaction that ends in visitor loyalty. Quality in service is very important especially for the growth and development of service sector businesses (Minh, Ha, Matsui, 2018), therefore service quality must start from meeting the needs of visitors who continue to satisfaction. According to Hapsari (2018), visitor expectations are beliefs about providing services that serve as a standard or reference point for assessing company performance. When evaluating a company's service quality, visitors' perceptions of company performance are compared with this reference point. This proves that good quality is not based on the perspective of the producer, but based on the view point of consumer expectations. The higher the quality of services provided by a company, the higher the satisfaction and loyalty of visitors.

Visitor satisfaction is one of the keys to the success of a business. Satisfied visitors will have an impact on the company by increasing its profits and gaining a wider market share. Hurruyati (2010) describes brand satisfaction and reputation as related but are distinct elements. Both are expected to influence visitor behavior and loyalty in the future. If consumers have the opportunity to evaluate the quality of services or products provided, then satisfaction is expected to have an influence on loyalty. Loyalty is as an attitude shown by consumers towards a product or service provider. A consumer will show a loyal attitude if a company is able to provide satisfaction to its customers. Loyal customer is a consumer who always buys back from the same goods or service provider and maintains a positive attitude towards the service provider in the future. Basic visitor satisfaction for each organization to achieve its goals. The level of visitor satisfaction reflects the level of achievement of organizational goals. Satisfied visitors tend to create favorable and pleasant relationships with organizations.

Visitor loyalty is one of the most important indicators of an organization to do the best. Since visitor loyalty is directly related to visitor satisfaction, it is evident that visitor loyalty can be measured through visitor satisfaction (Odunlami and Matthew, 2015). Visitor loyalty expresses intended behavior related to products or services for the company. Visitor loyalty as a mindset of visitors holds a favorable attitude towards the company, is committed to repurchasing the company's products or services and recommending products or services to others (Saravanakumar, 2014). One business institution that prioritizes service quality is the Sengkaling Recreation Park. The recreation park has a strategic location which is right on the edge of the road that connects Malang City and Batu City. The location of the strategy is very easy to access by private vehicles or public transportation. Sengkaling recreation park provides the best service by providing a variety of game rides both on land and water. Based on these explanations, this researcher knows the impact of the quality of services provided has an impact on satisfaction and loyalty of Sengkaling Recreational Park visitors.

LITERATURE REVIEW

Previous research is a supporting material in this study empirically. The following is a similar study which examines the quality of service, satisfaction and loyalty of visitors to entertainment. In the research of Minh, Ha, Matsui (2018) explains that service quality plays an important role in driving the level of visitor satisfaction. In the research of Hapsari (2018) explained that the existing education in amusement parks and the perceived educational value affect the satisfaction of amusement park visitors and the loyalty of their visitors. Basarangil (2018) explains that the presence of service quality and experience influences the satisfaction and intention of visitor behavior. Kuo, et al (2018) explained that service quality positively influences visitor satisfaction and visitor loyalty. Based on the previous research which is used as a reference in this study.

According to Kotler and Keller (2009) quality is the overall features and characteristics of a product or service that supports its ability to destroy needs. Therefore, the seller has sent quality when the product or service meets the expectations of consumers. Meanwhile, according to

experts, quality is the feasibility to be used, adjustments to requirements, and freedom from variations. Quality is the features and characteristics of a product or service that can support the company's ability to satisfy consumer needs. So it can be concluded that the company has delivered quality when the products or services produced meet consumer expectations. Good service should have a quality that is as expected, so that it always feels satisfied with the services provided by management. A visitor's satisfaction is one measure of success for a company. Besides that, service quality can be used as a tool to achieve competitive advantage for companies. The better the services provided in the visitors means the higher the level of success and quality of the company achieved and vice versa Kuo, et al (2018).

Kotler (2011) defines satisfaction as feeling happy or disappointed someone who comes from the comparison between his impression of the performance or results of a product and its expectations. Satisfaction is a function of performance and expectations. Consumer satisfaction means that the performance of an item or service is at least the same as what is expected. According to Lovelock (2011) explains that satisfaction is an emotional state, their post-purchase reactions can be anger, dissatisfaction, aggravation, neutrality, joy or pleasure. Visitors who are satisfied with having fulfilled the desired expectations will create loyalty so that it will not move on to its competitors. Service quality is a major factor affecting visitor loyalty because visitors who are satisfied with their personal values and experience a positive mood for service will have high loyalty to the company. Visitors are often disloyal due to poor service or the quality of service that is declining than visitors expect. Research conducted by Minh, Ha, Matsu (2015) and Hapsari (2018) states that tent service quality has a positive and significant effect on visitor loyalty. Thus, the hypotheses proposed as follows:

H1. There is a significant influence between service quality and visitor satisfaction
H2. There is a significant influence between visitor satisfaction on visitor loyalty
H3. There is a significant influence between service quality and visitor loyalty.
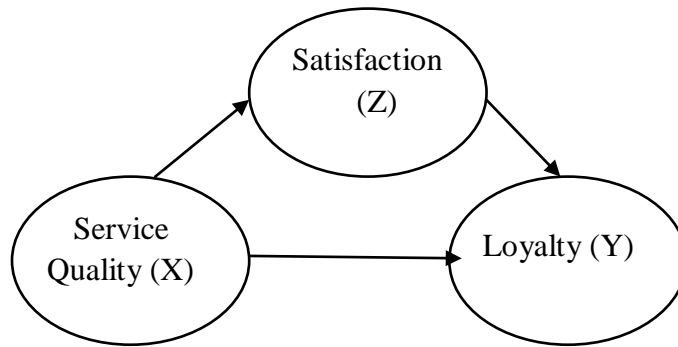
Figure 1. Research Framework

RESEARCH METHOD

Based on the stated research objectives, this type of research can be classified as explanatory or explanatory research. According to Singarimbun (2006) what is meant by explanatory research is research that highlights the relationship between research variables and tests of hypotheses that have been formulated previously. Explanatory research is also called

hypothesis testing research. This type of research, the hypothesis that has been formulated will be tested to find out the relationship and influence between the variables in the study of service quality on the satisfaction and loyalty of visitors to the Sengkaling Recreational Park, Universitas Muhammadiyah Malang. Research locations and samples this research was conducted at Sengkaling Recreational Park, University of Muhammadiyah Malang (UMM). The park is located at Jalan Mulyoagung 188 Malang Regency. The location of the strategy is very easy to access by private vehicles or public transportation. UMM Sengkaling recreation park provides the best service by providing a variety of game rides both on land and water. The reason for researching the park is because the Sengkaling UMM recreation park is a park that provides the best service and is one of the favorite parks in the Malang neighborhood to become a special tourism destination in East Java Province.

The sample used by researchers is to have criteria of visitors who have visited at least 2 times and visitors who have been aged 17 years and older who explain that visitors have grown to decide to visit the park. The sample used by researchers amounted to 112 respondents. The measurement scale used by using a Likert scale. The distribution of questionnaires in this study used an online survey aimed at visitors who had visited Sengkaling Recreation Park of UMM. The purpose of using data analysis tools is to simplify the data into a form that is easier to read and interpret in accordance with the stated research objectives, so in this study using path analysis. According to Pedhazur in Winarsunu (2004) path analysis is a method used to see the direct or indirect effects of a variable that is hypothesized as a cause for a variable that is treated as a result. In this study there are 3 variables, namely exogoneus and intervening variables and endogenous variables. The exogoneos variable in this study is Service Quality (X). Intervening variables are Visitor Satisfaction (Z) and endogenous variables Visitor Loyalty (Y). Referring to Kotler and Keller (2009) quality of service is the ability of a company to show its existence to external parties. Service quality indicators in this study are tangible, empathy, responsiveness, reliability, and assurance. The visitor satisfaction variable according to Irawan (2004) is a measurement of the output consumed or used by visitors. The indicators include the display of services that have been provided, services that fit the needs of visitors, service expectations, and visitor satisfactionThe visitor loyalty variable (Y) in this study is according to Hapsari (2018) is a service that has been provided in accordance with the expectations thought by visitors.

RESULT AND DISCUSSION

The data obtained in this study amounted to 112 respondents who were visitors who visited the Sengkaling Recreation Park. The majority of respondents in this study were women totaling 65 respondents (58%) out of 112 people. The majority of respondents in the study were aged 21-24 years, amounting to 33 people (29.5%). Bachelor is the last level of education which is the majority of respondents in this study with 49 respondents (43.8%). The majority of respondents visited with an intensity of 1-3 times with a total of 66 respondents (58.9%). The results showed the influence between variables, namely Service Quality (X), Visitor Satisfaction (Z), and Visitor Loyalty (Y) shown in table 1 and table 2. The results of hypothesis testing in this study are as

follows:

Table 1. Path Analysis Test Results of Service Quality (X) on Visitor Satisfaction (Z)

Variable exogenous	Variable endogenous	Standardized Coefficient Beta	t- count	p-value	Information
Service Quality	Satisaction	0.183	2.263	0.025	Significant
Coefficient of Determination (R2) = 18.3%					

Source : Path Analysis (2020)

Table 1 shows the coefficient of determination of 18.3%. The magnitude of the effect of Service Quality on Visitor Satisfaction as seen from the beta coefficient value of 0.183 with a t count of 2.263 and a probability value (sig) of 0.025 (p <0.05), the decision is H0 rejected. The hypothesis that Service Quality (X) has a significant effect on Visitor Satisfaction Z) is accepted. The results of this test mean that there is a significant effect of the variable Service Quality (X) on the variable Visitor Satisfaction (Y) with a contribution of 18.3% and a direct effect of 0.183.

The results of this study are in line with research conducted by Min, Ha, Matsui (2018) which shows that the Service Quality variable has a direct positive effect on the visitor satisfaction variable of 0.183 with a significant value of 0.025. This means that the greater the quality of services provided by the Sengkaling Botanical Garden, the greater the satisfaction received by visitors and if the quality of services owned is low, the lower the satisfaction will be received by visitors. Service Quality is an important variable for management to consider in creating satisfaction for visitors to the Sengkaling recreational park.

Table 2. Path Analysis Test Results The Effect of Service Quality (X) on Satisfaction and Loyalty Visitors (Z)

Variable exogenous	Variable endogenous	Standardized Coefficient Beta	t- count	p-value	Information
Service Quality	Loyalty	0.324	4.162	0.000	Significant
Satisfaction	Loyalty	0.194	2.401	0.018	Significatn
Coefficient of Determination (R2) = 10.5%					

Source : Path Analysis (2020

The accuracy of the hypothesized model of the research data is measured by the correlation coefficient of determination (R2) in both equations. The results of the accuracy of the model are:

R2 models = 1- (1 - R21) (1 - R22)

= 1 - (1 - 0.183) (1 - 0.105)

= 1 - (0.817) (0.895)

= 1 - 0.731 = 0.269

The results of the calculation of the accuracy of the model (R2 Model) explained that the contribution of the model to carry out structural relationships of the four variables studied was 0.269 (26.9%). Table 2 shows the coefficient of determination of 10.5%. The magnitude of the effect of Service Quality on Visitor Loyalty as seen from the beta coefficient value of 0.324 with

a t count of 4.162 and a probability value (sig) of 0.000 (p <0.05), the decision is H0 rejected. The hypothesis that Service Quality (X) has a significant effect on Visitor Loyalty (Y) is accepted. The results of this test mean that there is a significant effect of the variable Service Quality (X) on the Visitor Loyalty (Y) variable with a contribution of 10.5% and a direct effect of 0.324. The results of this study are in line with the results of research conducted by Kuo, et al (2018) which shows that the research obtained is that there is a positive influence between service quality and customer loyalty which can be seen from the statistical results that show a significance value of 0.00 (> 0.05). This means that it can be concluded that the Quality of Service managed by the Sengkaling UMM recreation park can automatically make visitors able to be loyal to the services provided. The quality of services provided by the Sengkaling UMM recreation park include tangible, empathy, responsiveness, reliability, and assurance.

Table 2 also shows the magnitude of the influence of Visitor Satisfaction on Visitor Loyalty as seen from the beta coefficient value of 0.194 with a t count of 2.401 and a probability value (sig) of 0.018 (p <0.05. The hypothesis which states that Visitor Satisfaction (Z) has a significant influence on Visitor Loyalty (Y) is accepted. The results of this test mean that there is a significant influence of the variable Visitor Satisfaction (Z) on the Visitor Loyalty (Y) variable with a direct effect.The results showed that Visitor Satisfaction had an influence on the loyalty visitors of UMM Sengkaling Recreational Park. The results of this study are in line with research conducted by Hapsari (2018) which shows that the Visitor Satisfaction variable influences the Visitor Loyalty variable positively and significantly. Research conducted by Kuo, et al (2018) also found that customer satisfaction had a significant influence on customer loyalty. The results of this study mean that the higher the satisfaction received by visitors to the Sengkaling UMM recreation park, the greater the visitor becomes loyal. In general, satisfaction is a feeling of pleasure or feeling disappointed someone who appears after comparing the results thought with the results obtained. Customer satisfaction and dissatisfaction with a service will have its own impact on subsequent buying behavior. Visitors who enjoy the Sengaling recreation park services will most likely support by saying positive things about UMM Sengkaling Recreational Park, recommending it to others, and rarely doing brand transfers.

CONCLUSION

This study found that there are significant effect of service quality toward visitors' satisfaction and loyalty. This study also found that satisfaction can mediate the effect of service quality toward visitors' loyalty. This explains that Sengkaling Recreational Park has good service quality. It is seen that there is satisfaction with the visitors and the greater the satisfaction, the loyalty of visitors can emerge. Loyalty of visitors can be known by visiting repeatedly and introducing Sengkaling Recreation Park to other visitors. Suggestions in the next research can assess the latest technological innovations so as to increase visitor satisfaction and loyalty to visitors.

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