

## QUALITY OF SERVICE WITH THE SATISFACTION OF VISITORS TO BREEZY HAMLET

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### ABSTRACT

*Service quality can affect customer satisfaction, and customer satisfaction is determined by service quality. Dusun Semilir is one of the tourist destinations in Central Java which is visited by many tourists. As a tourism facility that offers the beauty and charm of community resources, it is important to know the level of customer satisfaction that directly perceives the brand image of a tourist destination and tourism service provider. Therefore the purpose of this study was to identify the relationship between service quality and visitor satisfaction in Dusun Semilir. The hypothesis is answered by using Spearman's correlation. The survey method is target sampling (sampling method) based on the criteria requested by the researcher, and sampling is carried out using brochures or pamphlets distributed on various social media.*

**Keywords:** *Service Quality, Customer Satisfaction, Breezy Hamlet*

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### INTRODUCTION

On one occasion, Jumadi (2020) explained that the development of tourist destinations continues to be an attraction. This is because tourist destinations have links with other industries, such as micro-enterprises (MSMEs), hospitality, transportation, restaurants, and others. However, the challenge has always been to create a development model that not only prioritizes physical development but also more successfully pays attention to the interests of society. The purpose of tourism held is to improve economic performance, improve welfare, protect nature and improve the identity of the Indonesian nation and advance the welfare of the people. Tourism was developed to improve the quality of life of local people. Development of tourist destinations to implement services that do not forget the benefits of the local community, based on three dimensions, namely environmental, economic and social, so that community interaction with tourists creates the so-called ecology, better economy, and social balance.

Indonesia has extraordinary tourism potential that offers a variety of tourist destinations, especially in Central Java Province, one of which is Semilir Hamlet. The architectural concept in the form of a Stupa Dome spread and attracted tourists with 233,000 followers, who were on social media. In addition, the interesting thing found in Breezy Hamlet is that visitor ticket prices are still affordable, even during holidays, such as the 2022 holiday. Visitors are also very interested in the Breezy Hamlet tourist attraction because it is a tourist destination for all circles, not only family but also colleagues, school friends, and others. Its strategic location, near the toll road and Bowen bus terminal is an added value for visitors to choose Semilir Hamlet as a tourist destination.

Based on the results of an initial survey of several visitors, it was found that Dusun Semilir provides attractive photo spots, culinary prices that are quite in accordance with quality, affordable tourist entrance ticket prices, and a wide and easy location to visit. On the other

hand, visitors argue that there are still some playgrounds that can be accessed by purchasing separate tickets. Then, in the animal section, there are still some parts that require more attention. As a tourist facility that provides the beauty and charm of local resources, it is important to know the level of customer satisfaction that directly perceives the *brand image* or description of tourist destinations and tourism service providers.

Syah (1995) states that customer satisfaction becomes real after customers feel the service or product provided. If the service meets expectations, customers will feel satisfied. Vice versa, if the service does not meet expectations, customers will feel disappointed. Consumer satisfaction leads to customer loyalty and influences purchase intent. Therefore, increased satisfaction leads to an increase in the volume of purchases and recommendations of goods and services to other potential customers, which certainly has an impact on the long-term sustainable profitability that the company expects.

In research Nobar & Rostamzadeh (2018) stated that high customer satisfaction affects customer loyalty. It is characterized by repeat customers enjoying the products offered and going to the intended location. This can affect the profitability that the company achieves. Conversely, poor customer satisfaction affects customer loyalty to the products offered and locations, so customers tend not to be in the mood to use the product or revisit the location.

Some factors that affect customer satisfaction are the quality of service provided, the quality of the products presented, and empathy. In the findings of (Masitoh, 2020), there is a positive and significant relationship between service quality and customer satisfaction. Good service quality has an effect on a high level of satisfaction. Similarly, product quality has a significant positive correlation between product quality and customer satisfaction, which leads to the conclusion that better product quality leads to better customer satisfaction and vice versa (Masitoh, 2020). Empathy is one of the factors that affect customer satisfaction. From the statistical results, the empathy variable has a great positive impact on customer satisfaction because it is one of the dominant factors that affect customer satisfaction (Masitoh, 2020). For example, when employees at Teluk Lalong Culinary Tour always communicate well with customers, making customers feel comfortable and cared for, but some customers complain about the shortage of employees and the number of visitors, so employees are unable to serve all visiting customers (Masitoh, 2020).

The quality of service is the main factor that gets serious attention from the company, and it involves all the potential and various resources that exist within the company. Service providers are considered good quality if they meet customer expectations. Therefore, to achieve customer satisfaction, a balance between needs and wants and what is given is needed. According to Indrasari (2019), the higher the quality of products and services offered, the higher customer satisfaction. Satisfied customers can be profitable for your business unit. One of the most important ways to win a service company is to provide a higher quality of service than its competitors and meet customer expectations. Furthermore, research conducted by Kristiawan et al (2021) states that service quality has a significant impact on service satisfaction. In addition, the service quality score has a significant impact on customer satisfaction during the Covid-19 pandemic (Pan & Ha, 2021). It deals with the cleanliness of the premises and the products that the company creates.

Safi (2020) state that highly satisfied customers are almost six times more expected to express loyalty and thus repeat the purchase then recommend the product/service to friends and

family. The real evidence is also that customer satisfaction and loyalty can be a logical result for implementing quality of service. The study found a correlation between service quality and customer satisfaction. Sembiring & Simon (2022) found that the competition of price levels is limited and the cost of acquiring new customers is high, making it difficult to compete based on the quality of service and try to retain existing customers. effective and rational methods for the company.

What distinguishes this study refers to the population of visitors who have visited Breezy Hamlet with a wider sample age coverage, namely the age of adolescence to late adulthood. The research location that will be taken focuses on new tourist attractions that have rides that are crowded with visitors, namely in Semilir Hamlet. The sample that will be used is 60 visitors in Breezy Hamlet. The measuring instruments used are the service quality scale from Ardita & Suryawan (2019) to measure service quality and the customer satisfaction scale from Tangkere & Lorraine (2017) to measure customer satisfaction. The results that will be obtained will provide a positive and significant relationship between service quality and customer satisfaction because based on the results of the initial survey, it was found that visitors gave more positive answers to service quality where based on previous research it was found that if the quality of service was considered positive by customers, customer satisfaction would also increase.

Based on the above, the main point of this study is whether there is a relationship between service quality and customer satisfaction. The purpose of the study was to determine the relationship between service quality and visitor satisfaction in Semilir Hamlet. The benefits obtained from this research are theoretically useful for the development of science, specifically in the field of industrial and organizational psychology, and practically useful for the development of Breezy Hamlet management in order to provide excellent service for the satisfaction of visitors to Breezy Hamlet.

## **METHOD**

### **Operational Definition:**

1. Quality of service is a level of service that is expected and needed by visitors.
2. Visitor satisfaction is the visitor's response related to the evaluation of the initial differences before carrying out the process of using services or goods and the fact of the actual product or service as perceived by the visitor.

### **Sampling Techniques**

In collecting participant samples, this study uses the target sampling technique or *purposive sampling*, which is a sampling technique based on the criteria needed by the researcher (Sugiyono, 2016). Therefore, not all members of the population have the same opportunity or opportunity to be sampled (*non-probability sampling*) (D. Sugiyono, 2013). On the other hand, this technique is more able to provide representative value according to the purpose of the study. The sample collection process is carried out using brochures or pamphlets distributed on various social media. Willing participants will fill in personal data and *informed consent* research related to participants' willingness to answer questions from measuring instruments put together in the *google form*.

The requirements for participants include adult individuals aged 15-65 years who have visited Semilir Hamlet. M. Sugiyono (2008) stated that a reasonable sample size for a study

was 50-300 participants. This study required 60-100 participants. Participants in this study were voluntary so participants first wrote a statement of willingness on the *informed consent* sheet written on the *online form*. Surveys are distributed *online* using *google forms*.

### **Operationalization of Variables**

This study used visitor satisfaction as a bound variable, and service quality as a free variable.

### **Hypothesis**

This study has one hypothesis to measure, namely that there is a positive and significant relationship between service quality and visitor satisfaction.

### **Data Analysis**

The study used *the Kolmogorov-Smirnov* normality test. Reliability testing uses an internal consistency test using *Cronbach's alpha* method so that a tool is declared reliable if it meets the  $\alpha >$  factor standard of 0.7. In this study, the analysis process used the application of statistics, namely *SPSS* because the method chosen by the researcher was quantitative with the aim of testing hypotheses so that the conclusions of the variables obtained were studied whether they had a relationship or not (Sugiyono, 2017). In testing the hypothesis, researchers used *Spearman (Xry)* correlation because one of the variables was abnormal or not linear. The data will be processed using *IBM SPSS* version 25.

## **RESULTS AND DISCUSSION**

### **Overview of Breezy Hamlet Attractions**

Semilir Hamlet is a new tourist attraction in Semarang Regency that has been inhabited since 2019. The area of this tourist destination is 14 hectares which combine natural tourism, artificial tourism, culinary, and also education. Breezy Hamlet with various services such as family excursions and walks with friends, as well as game attractions, is located on the main road connecting with the Semarang area, which is close to the toll road and Bawen terminal. This is an attraction for visitors to always visit Semilir Hamlet. This attraction is open every day from Monday-Sunday with operating hours 09.30 - 18:00 WIB. The ticket price to enter the Breezy Hamlet tour ranges from Rp. 20,000 - Rp. 90,000. Breezy Hamlet is a recreational place equipped with a building design that has its uniqueness. This tourist spot has a very large vehicle parking lot and can accommodate many cars, motorcycles, and buses. Not only that, but Breezy Hamlet also has a parking lot in the building. The tourist yard of Breezy Hamlet is also spacious and is divided into several places. Inside the Breezy Hamlet building, there is a souvenir center, a restaurant, and an open-air snack place that provides various types of food and drinks. Breezy Hamlet is famous for its giant slide ride as high as 40 meters with a track length of up to 120 meters. In addition, there is also a mini zoo that contains animals such as rabbits, sheep, birds, and other unique animals. Not only that, children's games such as trains, *boom cars*, *playgrounds*, snow rides, haunted houses, and so on, also attract visitors. Plus, there are boat rides and cars that can take visitors around the tourist attractions of Dusun Semilir.

### Visitor's Home Area

**Table 1. Visitor's Home Area**

<i>No.</i>	<i>Region of Origin</i>	<i>Number of Visitors</i>	<i>Percentage %</i>
<b>1.</b>	<b>Central Java</b>	<b>34</b>	<b>56,7%</b>
<b>2.</b>	<b>East Java</b>	<b>9</b>	<b>15%</b>
<b>3.</b>	<b>West Java</b>	<b>2</b>	<b>3,3%</b>
<b>4.</b>	<b>Jabodetabek</b>	<b>7</b>	<b>11,7%</b>
<b>5.</b>	<b>Yogyakarta Special Region</b>	<b>8</b>	<b>13,3%</b>

*Source: Primary data that has been processed, 2022*

Based on table 1, most respondents' home regions came from Central Java, namely 34 people or 55.7% followed by East Java 9 people or 14.8%, and the Yogyakarta Special Region 8 people or 13.1%.

### Visitor Age Level

Data on respondents based on the age level of visitors is found in table 2.

**Table 2. Visitor Age Level**

<i>No.</i>	<i>Age Range</i>	<i>Number of Visitors</i>	<i>Percentage %</i>
<b>1.</b>	<b>17 - 27</b>	<b>24</b>	<b>40%</b>
<b>2.</b>	<b>28 – 38</b>	<b>18</b>	<b>30%</b>
<b>3.</b>	<b>39 - 49</b>	<b>11</b>	<b>18,3%</b>
<b>4.</b>	<b>50 &gt;</b>	<b>7</b>	<b>11,7%</b>

*Source: Primary data that has been processed, 2022*

Based on table 2, the age level of visitors who were respondents was dominated by the age range of 17-27 years as many as 24 people (40%), followed by the age of 28-38 years as many as 18 people (30%), ages 39-49 years as many as 11 people (18.3%), and the remaining 50 years old kevatatas as many as 7 people (11.7%).

**Visitor Work**

**Table 3. Visitor Work**

<i>No.</i>	<i>Status</i>	<i>Number of Visitors</i>	<i>Percentage %</i>
1.	Students	17	28,3%
2.	Private Employees	14	23,3%
3.	Civil Service	7	11,7%
4.	Self-employed	4	6,7%
5.	Other	18	30%

*Source: Primary data that has been processed, 2022.*

Based on table 3, the respondents who visited the most tourist attractions were others (unspecified jobs) namely 18 people (30%), students or students 17 people (28.3%), and private employees 14 people (23.3%).

**Visitor Revenue**

**Table 4. Visitor Revenue**

<i>No.</i>	<i>Region of Origin</i>	<i>Number of Visitors</i>	<i>Percentage %</i>
1.	< 1m	18	30%
2.	1 - 2m	5	8,3%
3.	2 - 3 million	5	8,3%
4.	3 - 4m	16	26,7%
5.	5m >	16	26,7%

*Source: Primary data that has been processed, 2022.*

Based on table 4, the income level of visitors who were the most respondents was under 1 million (18 people), 1-2 million, and 2-3 million each with 5 people (8.3%), 3-4 million, and 5 million and above, each with 16 people (26.7%).

**Results of Research Data Analysis**

**Normality Test**

**Table 1. Kolmogorov-Smirnov Normality Test Results**

Variable	One-Sample Kolmogorov-Smirnov		
	Statistics	Df	Sig
Quality	0,097	60	0,200
Satisfaction	0,116	60	0,42

Based on the results of the normality test above, if the resulting value is less than 0.05 ( $\leq 0.05$ ) then the data is not normally distributed.

**Linearity Test**

The linearity test leads to the assumption that the relationship between the two variables is independent (Widodo, 2018). In testing the assumption of linearity, it is carried out based on a test *for the linearity test* of each variable. If the significance value  $> 0.05$  then the data is not linear. Here are the results of the linearity test of the two variables:

**Table 2. Linearity Test**

Linearity	F	Significance
Quality to Satisfaction	1077,836	0,000

Based on the results above, a significance value of 0.000 ( $<0.05$ ) was obtained so that it can be concluded that the quality variable to satisfaction indicates a linear or unidirectional relationship.

**Reliability Test**

**Table 3.  
Reliability of Service Quality**

Cronbach's Alpha	N of Items
0.961	14

**Table 4.  
Reliability of Visitor Satisfaction**

Cronbach's Alpha	N of Items
0.945	11

Based on the results of the reliability of the data above to both variables, the alpha coefficient of service quality was 0.961, and visitor satisfaction was 0.945. The reliability value of the two variables is  $>0.70$ , which means quality data and *reliable* satisfaction.

**Hypothesis Test**

In the hypothesis test, this study used *the Spearman* correlation test. The main requirement in the correlation test is that the two variables must be linear, aiming to see whether or not there is a relationship between the two variables. The hypothesis proposed in this study is that there is a relationship between the quality of service and the satisfaction of tourist visitors to Breezy Hamlet. Here are the results of the *Spearman* correlation test.

**Table 5. Spearman Correlation Test Results**

Variable	Correlation		
	Spearman correlation (r)	Df	Sig
Quality Satisfaction	0,938	60	0,000

Based on the results of the correlation analysis, a correlation value of 0.938 was obtained, and a significance value was smaller than 0.05 ( $0.000 < 0.05$ ). These results show that there is a signification relationship between quality and satisfaction. That is, the hypothesis is accepted, so it can be concluded that there is a significant relationship between the quality of service and the satisfaction of tourist visitors to Dusun Semilir. These results are based on the following guidelines in the interpretation of correlation relationships.

**Table 6. Correlation Coefficient Interpretation Guidelines**

Coefficient	Relationship Level
0,00-0,199	Very low
0,20-0,399	Low
0,40-0,599	Keep
0,60-0,799	Strong
0,80-1,000	Very Strong

Based on the table above, the r value obtained by 0.938 shows that the relationship between the correlation of service quality and customer satisfaction in Breezy Hamlet tourism is in a very strong category. It also shows that the direction of the relationship between the two variables is positive. In seeing how much the relationship between quality to satisfaction is, it can be seen the following coefficient of determination:

**Table 7. Value of Coefficient of Determination**

	<b>R</b>
Quality	0,900

*R Squared's* data of 0.900 shows a contribution of quality to satisfaction of 90.0% (90%), and 10% is influenced by other factors. Thus, positive results are obtained, namely the high quality of service results in high customer satisfaction, and vice versa.

### **Discussion**

These findings suggest that there are a positive and significant relationship  $r=0.938$ ;  $p<0.05$ . This figure shows the quality of service provided to visitors to Breezy Hamlet resulting in a high satisfaction value. Customer perception of the service received compared to expectations from customers of an object or product is the benchmark in determining customer satisfaction. Thus, the high quality of service will have an impact on the high satisfaction of visitors. On the contrary, the lower the quality of service, the lower the satisfaction of visitors. The quality of service has an influential value in increasing visitor satisfaction in the tourist attractions of Dusun Semilir.

Several possibilities that affect the results of the study, namely first, some tourist visitors to Breezy Hamlet consider that the quality of services provided by the tourism business manager can meet the expectations of tourist visitors so that they can achieve satisfaction when touring Semilir Hamlet. This is in line with the findings of Marnovita (2020a) which show a significant positive relationship between service quality and customer satisfaction at PT. PLN. Second, some tourist visitors in Semilir Hamlet argue that the quality of service provided by tourism business managers is one of the basics that make them visit Semilir Hamlet so that they can achieve satisfaction when visiting Semilir Hamlet. There is another study related to this, namely a study by Safi (2020) that found a positive correlation between service quality and customer satisfaction in private sector services in India. Thus, it can be said that the visitor's experience in receiving service leads to an assessment of the service itself.

In addition, visitor satisfaction has an impact on the encouragement to return to enjoy the services provided in the future. Through interviews conducted by researchers with visitors, information was obtained that visitors wanted to return to enjoy the Breezy Hamlet tour because they experienced satisfaction with the quality of service provided. This shows the reason why visitors to the Breezy Hamlet tour look and consider the quality of service received. This is by the results of Marnovita (2020a) that customers consider more real services provided by the service provider, such as the level of response to repairs made by technicians who are experts in their fields, as well as the service of employees who are friendly, polite and cheap smiles. It is considered proportional to the costs incurred by customers

Based on the description above, the contribution of service quality is 90% to visitor satisfaction. Based on research Masitoh (2020) stated that service quality is also a determining factor for customer satisfaction. That is, the contribution of service quality is a very significant impact on customer satisfaction. In addition, 10% is considered satisfactory to visitors to Breezy Hamlet can be found through the quality of products and the ability of employees to

provide services, such as providing information to visitors politely, as well as facilities such as large parking lots, diverse tourist attractions, and clean toilets.

Cronbach's alpha confidence shows an alpha coefficient of 0,961 for quality of service and a coefficient of 0.945 for visitor satisfaction. The reliability of the two variables can be said to be consistent and acceptable.

## CONCLUSION

Based on the results of research and discussion, the conclusion obtained is that the higher the quality of service, the higher the satisfaction of visitors. On the contrary, the lower the quality of service, the lower the satisfaction of visitors. In other words, the quality of service has a role in increasing visitor satisfaction in tourist attractions in Semilir Hamlet.

Based on the results of the study, suggestions are given to the management, it is hoped that it will maintain the quality of service that has been running well so that the satisfaction of tourist visitors in Semilir Hamlet is still achieved. This can be done through discussion and *sharing* in improving the quality of employee service to visitors to Semilir Hamlet. Furthermore, to the employees, each employee is expected to improve the quality of service to tourist visitors so that they experience satisfaction in enjoying tourism in Semilir Hamlet. This can be done using discussion, simulation, and *sharing* with the management and work team. For subsequent researchers, it is expected to add variables such as *trust*, commitment, and motivation. If necessary, there is an addition of demographic factors, such as personality type, age, and socioeconomic status.

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