The Factors of Tourist Satisfaction Enhancement in Double-Decker Tour Bus
Faktor Peningkatan Kepuasan Wisatawan dengan Bus Wisata Tingkat

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Abstract
Research to analyze tourist satisfaction factors is the development of research on customer satisfaction which is designed based on tourist perceptions. Using double-decker buses as transportation that connects one destination to another gives tourists the experience of visiting a destination. Analysis of the influence of service quality, facilities, and destination image on tourist satisfaction is the aim of this study. The questionnaires that met the requirements of purposive sampling were 178 respondents. The data were processed by multiple linear regression analysis using SPSS 25. The results showed that all independent variables had a positive effect on tourist satisfaction. The factors that affect tourist satisfaction such as service quality, facilities, and destination image will contribute to the government in developing tourism, especially double-decker buses.

Keywords: tourist satisfaction, service quality, tourist double-decker bus.

Abstrak

Keywords: kepuasan wisatawan, kualitas layanan, bus tingkat wisata.

INTRODUCTION

Cultural heritage and policies in preserving it are the concern of most countries (Montenegro et al., 2009). In a tourist trip, transportation is fundamental. As stated by Page (1999), some researchers argue that it is impossible to make tourism sustainable without a fundamental improvement of the concept of tourism as a vacation and the role of travel in today's society.

Research related to tourism discusses a lot of tourist attraction, accommodation, institutions, and travel providers, and so is transportation as one of the main elements (Divisekera, 2013). The development of transportation as the main element of tourism can be seen from the emergence of double-decker buses managed by several city governments to advance their cities, such as in Jakarta, Solo, Surabaya, and Semarang as the basis for the focus of this research object.

The emergence of double-decker buses as a form of government in making new destinations that do not yet exist (Li et al., 2017). Indicators for successful tourist visits by tourists need to be identified from a tourist perspective. This analysis will be an input for the government to advance the quality of tourism and services that attract tourists. Therefore, it is necessary to identify what factors can attract tourists. Tourist satisfaction becomes a measure in capturing their tourist destinations. Various causal models have been used to analyze customer satisfaction, but no comprehensive universal causal model has been found to specifically measure tourist satisfaction.

Interesting tourist satisfaction is measured as conceptually different from the measurement of customer satisfaction. Tourist satisfaction is the main foundation of a destination's competitive advantage.

In the development of tourist satisfaction, service quality during the trip, product quality in the form of facilities provided, and also the image of the destination are factors that influence it.

Service quality has a significant influence and positive relationship on customer satisfaction (Bakhtiar & Mutmainah, 2011; Osman & Sentosa, 2013). Meanwhile, the facilities disclosed by Simanihuruk (2019) also affect visitor satisfaction.

A positive destination image for visitor satisfaction is also an encouragement in increasing tourist visits. This has an impact on the behavior intention of tourists (Chi & Qu, 2008).

LITERATURE REVIEW

Tourist Satisfaction

Customers in tourism are tourists. Tjiptono (2012) states that customer satisfaction is defined as an expression of one's happiness or displeasure with a
product / service after comparing the achievements and results of the product / service with what he expected.

Tourist satisfaction is a sign of a relationship between destination and tourist expectations based on expectations from previous destination information and descriptions as well as an assessment of the results of experiences at the destination visited (Neal & Gursoy, 2008). Tourist satisfaction is formed due to differences in expectations before and after visiting a tourist location (Widagdyo, 2017; Wiratini M et al., 2018).

Recommending to others and expressing appreciation for tourist destinations and coming there again is a sign that tourists are satisfied (Marcussen, 2011). Vice versa, it will reveal negative criticism that can cause the decline of these tourist destinations (Antón et al., 2017).

In measuring tourist satisfaction, the following 3 indicators are needed: relating to the pleasure or displeasure of tourists with the decision to visit a tourism destination, the belief that choosing a related destination is the right thing, and the overall level of satisfaction while traveling to a tourism destination (Yuksel et al., 2010).

Service Quality

Tourist expectations can change as the development of alternative tourism service providers. Satisfaction on service values is directly influenced by tourist expectations (Lee et al., 2011). In the world of tourism, service is one of the determining variables for satisfaction (Hamzah & Hariyanto, 2015; Priyanto, 2016).

Perceptions of service quality and value influence satisfaction which have an impact on behavior and loyalty (de Rojas & Camarero, 2008). And if the services provided are greater than what has been paid, they will feel satisfied (C. Chen & Chen, 2010; Haung & Su, 2010). Parasuraman et al. (1988) identified service quality in the SERVQUAL formulation, namely Assurance, Empathy, Responsiveness, Reliability, Tangibles.

Facilities

Facilities is something that exists before the service is offered to customers in obtaining satisfaction (Tjiptono, 2012). Therefore, the government needs to provide the facilities available in a double-decker tour bus.

Facilities are physical forms or the atmosphere formed by the exterior and interior provided by the company in building a sense of security and comfort for customers (Tjiptono & Chandra, 2016).

In realizing the quality of facilities, Tjiptono & Chandra (2016) provide the following factors: Spatial planning on elements of size, shape, location, distance, and related time utilization; Interior and architectural planning, both placement of room furniture and fixtures; Complementary facilities that can provide comfort, display in the use of customer goods; Lighting and color according to the
activities carried out and the atmosphere that you want to build in the room; Messages that are conveyed graphically, in the form of choosing physical form, placement, visual appearance, choosing lighting, color, and choosing the shape of the symbol to be used for a specific purpose; Supporting elements.

**Destination Image**

Destination images are ideas, impressions, beliefs of people about a place. Also as an individual's mental representation of feelings, perceptions, and knowledge of certain goals (Chi & Qu, 2008).

When positive images are stronger than negative images, tourists will choose these destinations over others (P.-J. Chen & Kerstetter, 1999).

Destination image consists of the results of emotional assessment or affective image and rational assessment or cognitive image of the destination itself (Çoban, 2012). The following are 6 dimensions of cognitive imagery: basic facilities, variety and economic factors, touristy substructures and access, touristy traditions, natural environment, cultural attractions. Meanwhile, affective images are expressed as charming, exciting, and relaxing.

In developing a hypothesis, the theoretical framework in this study can be described as follows:

![Figure 1. Conceptual Framework](image)

**RESEARCH METHODS**

Hypothesis testing is carried out using the SPSS version 25 analysis tool. Tests are carried out to analyze the quality of services, facilities, and destination image as independent variables in influencing tourist satisfaction as the dependent variable.

The sampling technique used purposive sampling with sample criteria: people who have ridden a double-decker bus in Semarang. Data collection was carried out within two weeks.

Primary data in the form of data obtained from the results of the questionnaire, namely respondents' responses to research variables as data in this study. Survey method with 5 Likert scale.

First doing the classical assumption test, then testing the multiple linear
regression model. The regression equation is as follows:

\[ Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \]

Information:
\( \alpha \) = Constant
\( \beta_1, \ldots, \beta_3 \) = Regression Coefficient
\( Y \) = Tourist Satisfaction
\( X_1 \) = Service Quality
\( X_2 \) = Facilities
\( X_3 \) = Destination Image

RESULT AND DISCUSSION
Description Statistics
The data that met the sample criteria were 178 of the total 456 questionnaires distributed. Based on the results of research conducted on 178 respondents, it can be stated a statistical description of the tourist bus in Semarang. Most of the respondents were women (59%), most were 17-25 years old (36%), single (59%), and most of them came from Central Java (68.5%), and most of them obtained information from friends (47.8%) and rode it with their family (36%).

Data Analysis
Validity Test and Reliability Test
The indicator of each variable in this study is valid with the total score of each variable showing that \( r_{count} > r_{table} \) (N = 178 = 0.147 from \( r_{table} \) 5% row 176).

Each variable has a Cronbach Alpha value above 0.60 so it is said to be a reliable variable.

Normality Test

In the Normal P-Plot of Regression Standardized Residual graph, it can be seen that the points spread around the diagonal line and the distribution follows the direction of the diagonal line, as well as the histogram graph which shows a normal distribution pattern. The two graphs above show that it has met the normality assumption (Ghozali, 2018).

Multicollinearity Test
The perfect relationship between independent variables in the regression model can be determined by testing multicollinearity. Symptoms of multicollinearity can be seen from the tolerance value and the Variant Inflation Factor (VIF) value.

In this test, it shows that the VIF value of all independent variables is more than 10%, which means there is no correlation between the independent variables so that it is said to be free from multicollinearity (Ghozali, 2018).

Uji Heteroskedastisitas
Heteroscedasticity test is needed to assess whether the linear regression model is an inequality of the variance of the residuals, from one observation to another. If the variance of the residuals from one observation to another is constant, it is called homoscedasticity and if the variance is different it is called heteroscedasticity.

Proving the presence or absence of heteroscedasticity can use the Glesjer test, which is to correlate the absolute value of the residuals with each variable.
Table 1. Glejser Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1,188</td>
<td>.357</td>
<td>3,329</td>
</tr>
<tr>
<td></td>
<td>Service Quality</td>
<td>-.017</td>
<td>.028</td>
<td>-.080</td>
</tr>
<tr>
<td></td>
<td>Facilities</td>
<td>.001</td>
<td>.022</td>
<td>.010</td>
</tr>
<tr>
<td></td>
<td>Destination Image</td>
<td>.001</td>
<td>.018</td>
<td>.010</td>
</tr>
</tbody>
</table>

Source: Primary data processed, 2020

The results of the Glejser test show a significance probability value above the 5% confidence level so that it is said that there is no heteroscedasticity (Ghozali, 2018).

Multiple Linear Regression Analysis

Table 2. T Test (Partial Test)

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>0.581</td>
<td>0.551</td>
<td>1.053</td>
</tr>
<tr>
<td></td>
<td>Service Quality</td>
<td>0.210</td>
<td>0.043</td>
<td>0.337</td>
</tr>
<tr>
<td></td>
<td>Facilities</td>
<td>0.134</td>
<td>0.033</td>
<td>0.275</td>
</tr>
<tr>
<td></td>
<td>Destination Image</td>
<td>0.114</td>
<td>0.028</td>
<td>0.306</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Tourist Satisfaction

Source: Primary data processed, 2020

Based on the table above, it can be seen that the multiple linear regression equation that is formed is:

\[ Y = 0.851 + 0.210X_1 + 0.134X_2 + 0.114X_3 \]

Information:
- \( \alpha \) = Constant
- \( \beta_1...\beta_3 \) = Regression Coefficient
- \( Y \) = Tourist Satisfaction
- \( X_1 \) = Service Quality
- \( X_2 \) = Facilities
- \( X_3 \) = Destination Image

The t-test is used to determine whether there is a significant influence between each independent variable and dependent variable assign a significance level of 5% or 0.05 (Ghozali, 2018).

The value of \( \alpha \) means that if there is no influence on the variable service quality (X1), facilities (X2), destination image (X3), then tourist satisfaction will increase by 0.851.

Service Quality to Tourist Satisfaction

The t value for X1 against Y is 4.850 and the coefficient results are 0.001 <probability 0.05. This test is proven to have a positive and significant effect. This

Facilities for Tourist Satisfaction

The t value for X2 against Y is 4.006 and the coefficient results are 0.000 <probability 0.05. In testing this hypothesis it is proven to have a positive and significant effect. The results of the hypothesis are in accordance with the results of research conducted by Marpaung (2019), Rosita et al. (2016), Simanihuruk (2019), Santoso & Nadapdap (2019), Handayani et al. (2019), Isa (2020), Gusneli et al. (2016), Natalia et al. (2020) Sulistiyana et al. (2015).

Destination Image on Tourist Satisfaction

The t value for X3 against Y is 4.083 and the coefficient results are 0.000 <probability 0.05. In testing this hypothesis it is proven to have a positive and significant effect. The results of this hypothesis follow the results of research conducted by Azhar & Iskandarsyah, (2019), Chi & Qu (2008), Hanif et al. (2016), Apriliyanti et al. (2020), Hidayatullah et al. (2020), Mulyana & Ayuni (2016), Liu et al. (2017), Destiana et al. (2019), Monali et al. (2019), Aprilia S et al. (2019), Dananjaya et al. (2017), Setyaningsih & Murwatiningisih (2017).

F Test (Simultaneous Test)

The F test is used to see simultaneously whether or not there is a significant influence between all independent variables and the dependent variable. With a significance level at <0.050 (Ghozali, 2018).

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>674,935</td>
<td>3</td>
<td>224,978</td>
<td>146,530</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>267,155</td>
<td>174</td>
<td>1,535</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>942,090</td>
<td>177</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 3. Uji F (Uji Simultan)

Source: Primary data processed, 2020

The result, the calculated F value of 146.53 with a significance level of 0.000 which is smaller than the maximum limit of the significance level of 0.05. Thus, the results of the analysis in this study indicate that together the variables of service quality, facilities and destination image have a significant effect on tourist satisfaction.
Determination Coefficient Test (R2)

The coefficient of determination (R2) measures how far the model’s ability to explain the variation in the. The value of the coefficient of determination is between 0 and 1. A small R2 value means that the capabilities of the independent variable in explaining the variation of the dependent variable are very limited. A value close to 1 means that the independent variables provide almost all the information needed to predict the dependent variable (Ghozali, 2018).

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.846</td>
<td>0.716</td>
<td>0.712</td>
<td>1.239</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Service Quality, Facilities, Destination Image
b. Dependent Variable: Tourist Satisfaction

Source: Primary data processed, 2020

The results above show that the Adjusted R Square value is 0.712. Then it can be explained that the quality of service, facilities, destination image explains the tourist satisfaction variable by 71.2%. Meanwhile, the other 28.8% were explained by other variables not included in this study.

Discussion

Based on the value of the equation in the multiple linear regression analysis shown, it can be seen that tourist satisfaction is significantly influenced by service quality which is in line with Osman & Sentosa (2013) facilities that are in accordance with Simanihuruk’s (2019); as well as the image of destinations that follow research conducted by (Chi & Qu, 2008). And the most dominant in influencing tourist satisfaction (equal to 0.210) is service quality.

The effect of the independent variables together only contributed 71.2% and the rest was explained by other variables.

CONCLUSION AND RECOMMENDATION

Conclusion

The researcher concluded that in increasing tourist satisfaction, the government must be able to improve facilities, destination image, and especially service quality in developing tourism on tourist double-decker buses.

Limitations and Suggestions

Limitations

Research that discusses transportation such as double-decker buses as the object of research is still limited, so it is still limited in determining the size of the variable that is more detailed in expressing the satisfaction of tourist double-decker buses.
Suggestion

Researcher's suggestions for further research are:

1. Adding other variables that have not been explained in this study such as Word-of-mouth marketing (WOM marketing) as independent variables. The WoM effect will have a positive impact on tourist satisfaction, enabling it to increase interest in visiting tourists.

2. Examining the satisfaction of double-decker tour buses throughout Indonesia where it is known that it is not only in the city of Semarang that makes double-decker buses a destination object so that there really is a more valid perception in seeing the variables that affect tourist satisfaction on tourist double-decker buses.

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