

## **The Influence of Facilities and Service Quality on Visitor Satisfaction in the New Normal (Case Study of Taman Bunga Baturaja)**

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### **ABSTRACT**

*This research discussed the influence of Facilities and Service Quality on Visitor Satisfaction (Case Study of Taman Bunga Baturaja in the New Normal). The population of this study was 100 visitors to Taman Bunga Baturaja. The analytical method used was a quantitative method with t count for each variable Facility (X1) of 3,656 and Service Quality (X2) of 2,954 stating that all variables had a significant influence on visitor satisfaction at Baturaja Flower Park. The calculated F value of 14,623 was greater than F table 3.09 which stated that together the facilities and service quality had a significant influence on the satisfaction of visitors to Taman Bunga Baturaja. The value of the coefficient of determination (R Square) of 0.232 means that in this case the contribution of the influence of Facilities and Service Quality on Visitor Satisfaction was 23.2% while the remaining 76.8% was influenced by other variables not mentioned in this case such as as the resulting product, Emotional Factors, Interesting and informative advertisement.*

*Keywords: facilities, service quality, visitor satisfaction, new normal*

### **INTRODUCTION**

Entrepreneurship has an important role in developing tourist villages which have various positive benefits for the lives of the village community itself, especially in improving the economy of residents and developing infrastructure. However, the Covid-19 pandemic since 2019 has had a major impact on all industries in Indonesia and the world, including the tourism industry, especially family recreational tourism. The government issued a policy to close tourist attractions as a step to minimize crowds and reduce the spread of Covid-19.

In 2020, the Government relaxed policies regarding handling Covid-19, known as New Normal. It is hoped that this step can save the tourism industry and other industries in Indonesia after Covid-19. New normal is a step to accelerate handling of Covid-19 in the tourism, health, social and economic sectors. One of the tourism sectors that has entered the new normal era is tourist destinations, with the implementation of special health protocols in the tourism sector.

Indonesia has many family recreation tourist destinations such as the Batu Night Spectacular, Bali Safari and Marine Park, Mekarsari Bogor Fruit Park, and the Jakarta Aquarium. All of these destinations have now been opened on condition that they implement the Covid-19 health protocol, including one of the tourist attractions in OKU Regency, namely Taman Bunga. Bunga Park is a park located in OKU Regency, South Sumatra Province. In this park, there are various types of flower plants that attract visitors, so this park has become one of the popular tourist destinations in Baturaja City.

Apart from that, the Flower Garden in OKU Regency, South Sumatra, has become one of the main attractions for visitors, especially on weekends and national holidays. This high number of visits reflects the great interest in this park and indicates that visitors feel satisfaction when visiting. During the New Normal period, Taman Bunga has improved its facilities by adding hand washing stations, requiring the use of masks, and providing body temperature measuring devices (thermoguns) and hand sanitizers. These measures are part of efforts to ensure the safety and health of visitors while they enjoy their experience at the park.

Before the implementation of the new normal era, Taman Bunga did not have facilities such as hand washing facilities or social distancing rules. However, after the new normal era was implemented, the facilities at Taman Bunga were improved with hand washing stations, mandatory use of masks, body temperature measuring devices (thermoguns), as well as posters and banners reminding the importance of implementing health protocols when traveling. This step is expected to help break the chain of spread of Covid-19.

The quality of service at Taman Bunga is also very important for visitors, as an effort to fulfill their needs and desires. The quality of this flower garden service includes several aspects, such as admission ticket reception services, kitchen services to provide food, garden cleanliness, flower planting, and renovation of toys and pools.

The initial survey results also revealed several problems related to the facilities and quality of service at Taman Bunga. Facilities such as hand washing facilities, provision of masks, body temperature measuring devices, as well as facilities such as prayer rooms, toilets and places to relax are not up to expectations. On the other hand, there is a problem in terms of delivery time for visitors' orders by waiters. Thus, this research aims to investigate in more depth the influence of facilities and service quality on visitor satisfaction at Taman Bunga Baturaja during the New Normal era, and answer the question of whether improvements in facilities and service quality have had a positive impact on visitor experience.

This research focuses on the influence of facilities and service quality on visitor satisfaction at Taman Bunga Baturaja in the new normal era. With the problems related to facilities and service quality identified from the initial survey results, this research aims to answer the question of whether facilities and service quality have an influence on visitor satisfaction, both individually and collectively.

## **THEORETICAL BASIS**

### **Tourism Concept**

Tourism is an important sector for countries to increase their sources of income outside of oil and gas and taxes. According to Dartiningsih (2021:12) tourism is a travel activity carried out by a person or group of people by visiting certain places for the purposes of recreation, personal development, or studying the uniqueness of the tourist attractions visited within a temporary period. Isdarmanto (2017:9) tourism is various kinds of activities and/or trips carried out by tourists while traveling and living in an environment outside their daily environment.

Tourism is an activity of traveling with the aim of getting pleasure, seeking satisfaction, knowing something, improving health, enjoying sports or resting. In broad terms, tourism can be defined as travel from one place to another, temporary in nature, carried out by individuals or groups, as an

effort to find balance or harmony and happiness with the environment in social, cultural, natural and scientific dimensions.

It can be concluded that tourism is a travel activity carried out by a person or group of people from their place of residence to another place with the aim of making a temporary visit.

### **Facility**

According to Efratani (2019:117) Facilities are anything that can facilitate and expedite a business or activity, which can be in the form of objects or money, or in other words, facilities can be equated with facilities and infrastructure. Adequate facilities are able to create efficient work productivity. A job will be said to be efficient if the person can do it easily, cheaply, in a short time, with a light load and a short distance. In conducting business, both government agencies and private agencies rely heavily on facilities.

Yulianthi (2019:65) Facilities are all forms of ways, paths, methods, objects that humans use to create the goals of the social system itself. These facilities are the same as material resources in the form of ideas or concepts. Facilities are various facilities that can be utilized and provide comfort and satisfaction for tourists while they are traveling in a tourist destination. Five facilities indicators, namely, according to needs, Able to optimize work results, Easy to use, Speed up the work process, Placement is arranged correctly.

### **Service quality**

According to Hamirul and Alamsyahril (2020:30) service quality is the customer's assessment of the service received, by comparing the service received with the expectations of the service they wish to receive. Service quality is a level of measurement of the expected superiority of service quality which is related to price developments or the level of comparison of consumer service quality expectations with company performance that consumers perceive to be a control of price developments.

Five dimensions of service quality indicators, namely: Tangible (physical evidence) The ability of a company to demonstrate its existence to external parties. The capabilities of the facilities, infrastructure and surrounding environmental conditions are clear evidence of the services provided by the company. Includes physical facilities, equipment and tools, as well as the appearance of employees. Reliability (reliability) The ability of the organization to provide services as promised. Performance must be in accordance with customer expectations which include punctuality, the same service for all customers, a systematic attitude and high accuracy.

*Responsiveness*(responsiveness) The ability to help and provide fast (responsive) and appropriate service to customers, by conveying clear information. Assurance (guarantee/certainty) Knowledge, politeness, and the ability of business employees to foster a sense of trust in customers. Which consists of communication, credibility, security, competence, and courtesy. Empathy Providing sincere and personal attention to customers by trying to understand customer desires

### **Visitor Satisfaction**

According to Walker in Harjadi and Arraniri (2021:41) customer satisfaction is a comparison between the product that is experienced and what was predicted before the product was purchased/consumed. If what consumers experience exceeds their expectations, consumers will feel satisfied, conversely if what they experience is lower than their expectations, consumers will feel dissatisfied. Customer satisfaction is a customer's happy feeling when what they expect is the

same as what they receive. Meanwhile, according to Kotler and Keller, quoted in (Suryati, 2019: 87), satisfaction is a person's feeling of joy or disappointment that arises after comparing their perception/impression of the performance (or results) of a product and their expectations.

Seven indicators of customer satisfaction, namely, experience or reviews from consumers can change perceptions and interest in purchasing products. Where before making a decision to buy, customers can generally make various comparisons of how their experiences feel, then tell other people. Customers will feel satisfied if their good experience can be accepted by other consumers. The second indicator is advertising, namely the advertising media chosen certainly has a role in leading customers' opinions to "believe" or "not". Customers certainly have an interpretation when they see an advertisement and will say the truth.

The third indicator is Convenience, including ease of transactions which is often mentioned in general in any company. However, the company cannot explain what kind of convenience customers will get. Of course related to payments, then purchases and complaints. Customers will not waste their time during transactions. Customers have the right to get convenience, because they feel they are paying. It is through this convenience that customer expectations can be satisfied when the transaction begins. The fourth indicator is price. Price is the most visible indicator for customers and is clearly very important to pay attention to. Customers will never switch to another shop when they get an economical price, of course financially the customer will be satisfied by being able to save even if it's only a few rupiah difference, in order to get a cheap price, because they feel they have saved money.

The fifth indicator is emotion which is related to the sense of taste. We as humans, customers have an emotional form when buying a product, especially when communicating between both parties. It's not because customers need the product, companies do whatever they want to do to customers when needed, customers are important in the success of a business, so it's always best to treat them professionally to achieve customer satisfaction. The sixth indicator is service, namely criticism received by the company, whether they realize it or not, is related to a service. Many customers often complain, but are not accompanied by clear information. Even so, complaints are a customer's right which the Company should respond to

The final indicator is quality or products/services that have quality to the extent that they can grow and develop in the company. Meanwhile, quality brings loyalty. So it should be an important concern in every business company. Satisfaction radiates from consumers/customers, if they get quality products.

### **Hypothesis Development**

#### **The influence of facilities and service quality on tourist visitor satisfaction. Case study of the Baturaja flower garden in the new normal era, both partially and simultaneously**

According to Tjiptono and Chandra (2016: 184) facilities are the physical form or atmosphere formed by the exterior and interior provided by the company to build a sense of security and comfort for customers. It can be concluded that facilities are closely related to visitor satisfaction because facilities are everything that is provided for visitors. used and enjoyed by visitors while using the services so as to make visitors feel comfortable.

Service quality has a close relationship with customer satisfaction. Service quality provides encouragement to customers to establish strong ties/relationships with the company. Quality has a close relationship with customer satisfaction. Customer satisfaction can create customer loyalty or devotion to a company that provides satisfactory quality.

According to (Fauzi, 2017: 19) Facilities and service quality have a close relationship with visitor satisfaction. The existence of facilities and quality of service in the form of facilities and infrastructure will certainly be felt by visitors. This will create a comfortable feeling for visitors.

Facilities and service quality can be concluded. The results of this research show that facilities and service quality have an influence on TMR visitor satisfaction.

Based on the explanation and analysis of hypothesis development above, the hypothesis in this research is:

The Influence of Service Quality (X1) on Tourist Visitor Satisfaction

**H<sub>0</sub>: There is no significant influence of facilities on tourist visitor satisfaction**

**H<sub>a</sub>: There is a significant influence of facilities on tourist visitor satisfaction**

The Influence of Service Quality (X2) on Tourist Visitor Satisfaction

**H<sub>0</sub>: There is no significant influence of service quality on tourist visitor satisfaction.**

**H<sub>a</sub>: There is a significant influence of service quality on tourist visitor satisfaction.**

## RESEARCH METHODS

### Types and Sources of Research Data

Data is divided into two types, namely primary data and secondary data. According to Siyoto & Sodik (2015,67), primary data is data obtained or collected by researchers directly from the data source. Primary data is also known as original data or new data that is up to date. To obtain primary data, researchers must collect it directly. The techniques used by researchers to collect primary data are observation, interviews and distributing questionnaires. The data source in this research was obtained by distributing questionnaires to respondents, namely atvisitors to the Baturaja flower garden in the new normal era.

### Analysis Methods and Research Hypotheses

#### Data analysis

Data analysis was calculated based on the results of the questionnaire which came from the respondents' answers. The respondent's answers are given a score or value based on a Likert Scale. According to Sugiyono (2020, 146), the Likert Scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. With a Likert Scale, the variables to be measured are translated into variable indicators. Then these indicators are used as a starting point for compiling instrument items which can be in the form of statements or questions. The alternative answer is to use a Likert scale, namely giving a score to each question as follows:

- |                      |       |           |
|----------------------|-------|-----------|
| 1) Strongly Agree    | (SS)  | = Value 5 |
| 2) Agree             | (S)   | = Value 4 |
| 3) Neutral           | (N)   | = Value 3 |
| 4) Disagree          | (TS)  | = Value 2 |
| 5) Strongly Disagree | (STS) | = Value 1 |

### Multiple Linear Regression

The multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

## RESULTS AND DISCUSSION

### Research result

The largest respondents based on gender characteristics were tourist visitors with male gender, namely 44%. Visitor respondents of female gender were 56%. It can be seen that there is not much of a comparison between the number of visitors between men and women.

The largest respondents based on age characteristics were visitors aged 21-35 years, namely 71%. The author believes that the various activities offered by the Baturaja Flower Garden Tourism are an attraction for visitors aged 21-35 years, this can be influenced by visitors who are young and have a strong curiosity and a strong sense of courage to try new challenges from every ride or adventure activity offered.

The largest respondents based on educational characteristics were visitors who were still undergoing or had completed high school/vocational education, namely 51%. Basically, the higher a person's education, the easier it will be to communicate and provide an assessment of what is being researched.

The largest respondent was based on the number of visits received by visiting writers who visited in November 2019 (before the Covid-19 pandemic), namely 1,471 visitors. Meanwhile, in November 2021 (Covid-19 pandemic) there were 1,102 visitors. There has been a reduction in visitors visiting Baturaja Flower Park, this is due to the implementation of social restrictions by the Government as an effort to break the chain of the Covid-19 virus, especially in Ogan Komering Ulu Regency.

Based on the results of the hypothesis test, it shows that partially or t-test there is a significant effect of facilities (X1) on visitor satisfaction (Y) of Baturaja Flower Park Tourism with t-count (3.656) > t-table (1.98472). Thus the hypothesis which states that facilities affect visitor satisfaction is accepted. This means that the better the facilities provided, the higher the satisfaction felt by visitors, in this case the flower garden facilities are good, namely the existing facilities are in accordance with visitors' needs, one of which is children's play facilities such as swimming pools, swings, slides and spilling buckets, Furthermore, health protocol facilities are complete and provided in appropriate places, such as hand washing facilities, body temperature measurement and use of masks.

Insufficient or poor facilities in this facility include a lack of adequate meeting space, such as a meeting room with a capacity that is too small, so it will not be enough for large capacity meetings.

The results of this research are in accordance with the theory put forward by Tjiptono and Chandra (2016: 184) that facilities are a physical form or atmosphere formed by the exterior and interior provided by the company to build a sense of security and comfort for customers. It can be concluded that facilities are closely related to visitor satisfaction. because facilities are everything that is provided for visitors to use and enjoy while using services so that they make visitors feel comfortable.

The results of the analysis of all indicators in the Facility variable (X1) are as follows:

#### As needed

The percentage achievement in the respondent's first statement was 84.8%, the second statement was 85.4%, while the respondent's third statement was 87%. So in this case the flower garden should increase the needs of visitors, especially in the Covid-91 health protocol facility equipment sector, including hand washing facilities and hand sanitizers. The more visitors there are, the more these facilities will be, so that in the end it will be able to provide visitor satisfaction.

#### Able to Optimize Work Results

The percentage achievement in the respondent's first statement was 86.8%, the respondent's second statement was 88.6%, and the respondent's third statement was 88.6%. So in this case the flower garden should optimize the work of the servants, such as the service must work well, this will increase the satisfaction of visitors to the flower garden.

#### Easy to Use

The percentage achievement in the respondent's first statement was 86.4%, the respondent's second statement was 87.8%, and the respondent's third statement was 88.6%. So in this case the flower garden should prepare facilities that are easy for visitors to use or understand and the facilities must function well so that they can provide visitor satisfaction.

#### Speed up the work process

The percentage achievement in the respondent's first statement was 88.2%, the respondent's second statement was 87.6%, and the respondent's third statement was 88.4%. So in this case the flower garden must have a good internet signal and adequate meeting rooms or large enough capacity so that the existing facilities can provide visitor satisfaction.

#### Placement is arranged correctly

The percentage achievement in the respondent's first statement was 84.8%, the respondent's second statement was 86.4%, and the respondent's third statement was 86.2%. So in this case the flower garden should provide facilities that are properly positioned so that they are accessible to tourist visitors, such as hand washing facilities and toilets must be placed so that visitors can easily reach them so that they can provide visitor satisfaction.

Based on the results of partial research or the t test, it shows that there is a significant influence of service quality (X2) on visitor satisfaction (Y) of Baturaja Flower Garden Tourism with the t-count (2.954) > t-table (1.98472). This means that the quality of service is getting better provided, the higher the satisfaction felt by visitors, in this case the quality of the flower garden service is good, namely the waiters have a neat appearance, the waiters respond quickly to visitors' complaints, the information conveyed by the waiters is clear, the manager takes full responsibility if an incident occurs to visitors, and the manager able to solve problems. What is inadequate or not good in the

quality of this service is that the waiters are not friendly towards visitors, the need for security personnel, and the tourist location is not equipped with CCTV. The results of this research are in accordance with the theory put forward by John J. Sviokla in Tjiptono (2012: 157) that service quality is a contribution to the success of a company that is able to create positive perceptions from consumers and is able to produce satisfaction, indicating that the better the quality of service provided, the better the quality of service provided. the higher the satisfaction felt by visitors. On the other hand, the worse the service quality, the lower the satisfaction felt by visitors. Service quality is the customer's assessment of the service received by comparing the service received with the price of the service they wish to receive. Visitor ratings appear based on the value felt by visitors after enjoying the services offered. By fulfilling visitors' needs, visitors will feel cared for and appreciated. Visitors will be able to assess whether they are satisfied with the efforts the company makes in providing services. If the visitor feels that the benefits he gets are in line with the expectations he has built, then the visitor will feel satisfied.

The results of the analysis of all indicators in the Service Quality variable (X2) are as follows:

*Tangible*(physical evidence)

The percentage achievement in the respondent's first statement was 82.2%, the respondent's second statement was 85.8% and the respondent's third statement was 78.8%. So in this case the flower garden should improve the quality of service by means of the waiters being friendly in serving visitors supported by a neat and clean appearance so that this will increase the percentage of visitor satisfaction.

*Reliability*(reliability)

The percentage achievement in the respondent's first statement was 77%, the respondent's second statement was 79.4% and the respondent's third statement was 76.2%. According to this percentage, flower garden managers should provide quality service, one of which is by delivering orders on time and the waiters must behave well towards visitors so that it will increase the percentage of visitor satisfaction.

*Responsivenees*(responsiveness)

The percentage achievement in the respondent's first statement was 79.2%, the respondent's second statement was 78.8% and the respondent's third statement was 78.8%. As stated above, flower garden managers should be able to provide professional quality service, one of which is that waiters must quickly respond to visitor complaints. The more visitors who come, the more likely it is that there will be more complaints given, this also includes increasing the percentage of visitor satisfaction.

*Assurance*(guarantee/certainty)

The percentage achievement in the respondent's first statement was 87.6%, the respondent's second statement was 87.6% and the respondent's third statement was 85.8%. According to the data above, it is hoped that flower garden managers can provide adequate quality of service, especially in the security sector, there is a need to provide security security and increase the number of CCTV location points so that visitors will feel safe when they are at the location. This will certainly increase the percentage of satisfaction for visitors.



### *Empathy*

The percentage achievement in the respondent's first statement was 79.4%, the respondent's second statement was 77.8% and the respondent's third statement was 81.4%. So in this case the flower garden should provide satisfactory quality of service, namely the manager must be able to resolve problems or be responsible if an incident occurs to visitors, especially at tourist locations. This will certainly increase the percentage of satisfaction for visitors.

The research results showed that  $F_{count} = 14.623 > F_{table} = 3.09$ , meaning that simultaneously there was a significant influence of facilities (X1) and service quality (X2) on visitor satisfaction (Y) of Baturaja Flower Park tourism. This means that the quality of services and facilities will affect visitor satisfaction if they are used simultaneously. Achieving visitor satisfaction cannot be separated from the quality of services and facilities provided by the flower garden. Where services include the efforts or actions of service providers as a form of fulfilling visitors' needs. Meanwhile, facilities are provided to add value to a service. If you look at the research results which show that facilities and service quality simultaneously influence visitor satisfaction, then the flower garden must be able to provide a quality balance between service and facilities, for example all waiters provide quality service and there are no problems in the facilities sector. If you only optimize the quality of service without paying attention to the quality of the facilities offered, visitors will feel that their needs have not been met. And vice versa, if you only optimize the quality of the facilities without paying attention to the quality of the services offered, then visitors will feel that their needs have not been met.

Coefficient of determination obtained from the research results amounted to 0.232. This shows that the contribution of the independent variables, namely Facilities (X1) and Service Quality (X2), has an influence on the dependent variable, namely Visitor Satisfaction (Y) of 23.3%, while the remaining 76.8% is influenced by other factors that were not studied, such as the product produced, experience, emotional factors, attractive advertising, providing convenience (Valariza, Yusril and Harry 2020:18).

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